



EVENT RESOURCES

Worry Free Events

MITCHELLS BRINGS LOCAL PINK AID FASHION SHOW INTERNATIONAL

Andrew Mitchell-Namdar certainly knows fashion, no doubt about that. For generations his family have been the owners of the Mitchells Family of Stores, high end luxury clothing stores located in the über stylish neighborhoods of Westport, Greenwich, Huntington NY, San Francisco and Palo Alto.

But Andrew isn't just another luxury retailer. He sets himself apart by constantly giving back to the community in a big way, by backing and hosting several charity events at Mitchell's every year. With style and meticulous attention to detail, he has integrated women's love of fashion with philanthropy and taken it to the next level. As a founding sponsor of Pink Aid, in 2013 Andrew was the proud host of the annual Pink Aid Luncheon, a tremendously successful luncheon and fashion show that showcases world renowned designers to hundreds of fashionistas. In only three years, Pink Aid has generated millions of dollars in donations.

How does he do it? There always something special about Andrew's events, and this year was no exception. For the first time, the featured designer, Brunello Cucinelli, requested to be an integral part of the fashion show, speaking to the audience and personally introducing his fall line to them. One of the most exclusive casual-chic fashion brands in the world, Cucinelli is famous for his cashmere products.



Andrew Mitchell Namdar hosts the Pink Aid event at the Westport, CT store.



Brunello Cucinelli was the featured fashion designer for the 2013 Pink Aid Luncheon.

Having the lead fashion designer speak to the audience is commonplace. But not this time! Cucinelli wanted to speak to the audience from his headquarters in Solomeo, Italy, in real time. The quality of this video and audio transmission also had to be in keeping with Mitchell's high standards of excellence. With today's technology and the help from Event Resources, Inc., Mitchell's go-to event production company, this was made possible through high definition video conferencing.

To accomplish a high definition video feed from Italy, Event Resources' Production Manager, Brendan Twitchell set up a control area behind the scenes at the fashion show. The control area allowed Brendan to regulate the overall "run of show" presentation elements, alternating between PowerPoint slides, video, and a live feed to and from Cucinelli's office in Italy. While operating the equipment, Brendan was also communicating with Cucinelli via email to ensure the system was working correctly, the audio and video were perfect, and the timing coordinated with the overall presentation schedule.

The backbone of the set up was two video conferencing systems, a Tandberg system located at the fashion show in Mitchell's Westport store and a Polycom system in Cucinelli's headquarters in Italy. Both were linked together through the Internet, with the video and audio feeds from Italy downloaded directly to the control center, and in turn, to the large 80" monitors located on either side of the runway.



The picture on the wall is actually a live video conference between Cucinelli's headquarters in Italy and the Pink Aid audience in Connecticut.

In keeping with exacting standards, the entire system was tested the day before to ensure everything was set up properly. Considerations were made for the bandwidth, dedicated IP addresses for the video and audio streaming between the US and Italy, and the elimination of any delay between the two locations. In contrast to Skype, what many people are familiar with when it comes to calling and seeing people in real time, professional video conferencing provides high quality video and audio transmission, handles multiple microphone feeds in the respective rooms, eliminates sound "echo", and offers an exceptional viewing experience.

For an audience in excess of 500 people, professional video conferencing was the perfect solution. Cucinelli was clearly heard and seen by the audience from his headquarters in Italy.

This is just one way Event Resources has expanded event production to areas that bring events to the next level. From live video streaming to international video conferencing, special event professionals now have the opportunity to take on global aspects and audiences.

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