

Mitchells Brings Pink Aid Fashion Show International





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

Integrating women's love of fashion with philanthropy.

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 Mitchells 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 raised 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.

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 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 set up a control area behind the scenes at the fashion show. The control area allowed them 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.



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



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

SPOTLIGHT

While operating the equipment, Event Resources 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.



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For more information on these organizations see:

Eventresources.com

Shop.mitchellstores.com/

Pinkaid.org/



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Clients in the corporate, retail, education, non-profit, municipal, government and community arenas have relied on Event Resources as their one-stop resource for behind-the-scenes planning, coordination, and onsite execution of their important occasions.

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