



**FIND OUT ABOUT A BIRTH CONTROL YOU DON'T HAVE TO TAKE EVERY DAY** [CLICK HERE](#)

Home Fashion Beauty Volante Living Insider News Forum Print subscriptions  
 Shop Community Email updates Advertise Contact us


# living

the scene

## Burnished gold

While Ricky Gervais peppered the broadcast with [powerful](#), irreverent and cutting statements about the “Hollywood” way of doing things, many pre-awards’ events showed heart, creativity, conscientiousness and even restraint. Elyse Glickman and Leyla Messian report on the sensory highlights of the pre-awards celebrations



[Lucire Facebook group](#)  
[Digg it](#) | [Add to Facebook](#)  
 Continued overleaf  
 3 [retweet](#)



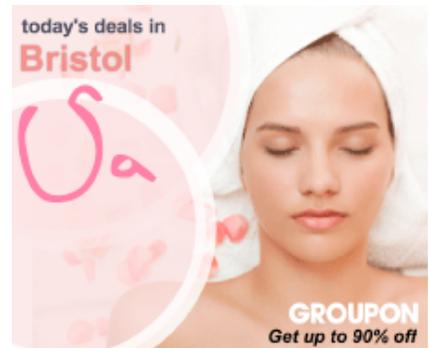
AnnaLynne McCord California's ever-rising 90210 star was a the GBK suites, looking glamorous as ever



Golden Globe winner Katey Sagal at GBK



Dennis Quaid, at Menbur bags





Neil Patrick Harris



Martin Short at GBK



Ross Matthews



Jane Lynch



Sarah Hyland

The winner of our personal Golden Globes “best” once again went to Nathalie Du Bois, who always keeps the pre-awards’ celebrity product placement and pampering ritual fresh with the right mix of food, beverage, party theme and style

IF THE 2011 GOLDEN GLOBES REVEALED anything—besides the forerunners of the upcoming Oscars—it is that it is best to take your work seriously, but not yourself. Though the folks at the Academy that choose the Oscars may have not gotten that memo (even with the unforgettable way Ricky Gervais delivered it, for better or worse, depending if you were the punchline), many trend conscious vendors participating in the Globes suites did.

While some of the Oscar nominations were all over the map, we were impressed with how focused and down-to-earth many participants of the pre-awards’ festivities were. We also liked the fact that a lot of the featured products were in tune with the times, even if some of the accolades were not (10 films nominated for Best Picture?).

Take, for example, the Hospitality Suite at the Nivea

Pack your toothbrush!  
Book now at KLM.com

**KLM**  
Journeys of Inspiration

Book now >

Book by 28 February 2011

BEST OF THE BEST  
**Alltop**  
ALL THE TOP STORIES

for Men Mansion, hosted by jeweller-to-the-stars Pascal Mouawad. Attended by recognizable television figures such as Jenny McCarthy, Christina Milian, Sophie Monk, Lorraine Bracco, *Glee* club members Iqbal Theba, Max Adler and Josh Sussman, Guillermo Diaz (*No Ordinary Family*), Madeleine Martin (*Californication*), Michael B. Jordan (*Friday Night Lights*) and Tim Kang (*The Mentalist*), this event was tightly structured, allowing the participating product, food and service lines to shine; and a nice demonstration of how a man could host a party specially groomed for men, but appealing to women as well. This makes perfect sense, as the event launched Nivea's *The Look Like You Give a Damn* project, aimed at encouraging men to rethink their self-image from the inside out.

While Nivea's men's grooming products were front and centre, there was plenty of breathing room to truly appreciate new trends and demos being served up by pre-awards' stalwarts (Joico hair care, OPI nail products, Gavert Atelier Salon, Valerie Beverly Hills cosmetics, Ciroc vodka) and up-and-coming red carpet fashion stars such as Alberto Parada, Chagoury Couture and Melanie Harris. Though Alberto Parada's fine jewellery designs could have celebrities rethinking their visits to Fred Winston and Cartier for loaners, Pandora's pop-up boutique was a stand-out. It not only showcased its expanding collections for men and women, but also encouraged conversation guests designed their own "custom" bracelets from 14 ct gold and sterling silver charms, leather bands and thick sterling chains.

While the mix of luxurious and affordable beauty aids, fashion accessories and gadgets at MediaPlacement's annual suite for HBO's Golden Globes nominees justified it being one of the hardest tickets to score (at least for journalists covering fashion, entertainment and lifestyle beats—MediaPlacement is famously selective of which journalists attend), this year's edition was laid-back, attitude-free and beautifully organized.

The reps from Chambord—the featured spirit, packaged in those exquisitely show-off-able bottles—arranged for *Lucire* to attend the suite, which was as nicely balanced as the liqueur and the newly launched infused vodka. French homeopathic medicine producer Boiron anchored one room and provided guests with a carefully arranged care package of remedies (some we are sure were put to good use by some after Ricky Gervais's performance). L'Oréal anchored another, with a charming array of products and demonstrations reflecting people of all income levels could attain red carpet beauty.

In between, celebrity guests were treated to exquisite luxury accessories such as Brahmin handbags and Magaschoni cashmere. There were also up-and-coming style stars setting down their roots with tastemakers, such as Maryam Gueramian, who dazzled some guests with her casually elegant wares available at [confianceshop.com](http://confianceshop.com). While most of MediaPlacement's set-up was very grown up, there were toys for kids of all ages, courtesy of Vivitar cameras and the new *DJ Hero* video game.

The winner of our personal Golden Globes "best" once again went to Nathalie Du Bois, who always keeps the pre-awards' celebrity product placement and pampering ritual fresh with the right mix of food, beverage, party theme and style, along with participants that put the quality of their creations front and centre.

This go-round, at Beverly Hills' l'Ermitage hotel, O, Canada! was a prevailing theme, thanks to a rich array of fashion, jewellery and accessory offerings from Vancouver to St John, and many points in between. From Montréal, you had bold fashion-forward jewellery from Chris & Alex and posh avant-garde leather by Ana



Dragon Bleu Vodka at Nathalie Du Bois's suite



Chambord at MediaPlacement's suite

Surf the web   
the way you want.



Niculare. Nova Scotia's contributions to global fashion included versatile cover-ups and dresses by Turbine and eco-friendly Audrey Hepburn- and Jackie O-inspired carry-alls from Michique.

Even with so many fresh designers from Canada, as well as Texas-based Henderson Designs, Ruchi Kalra's India-inspired looks for RKG D'Zines, Diane Von Furstenburg's 2011 summer eyewear collection and Eclectic Collections Fragrances (where the personable "Yhuda" Yhudai would assess your personality and present you with a perfectly matching fragrance in 30 seconds flat), Du Bois invited back several guests who consistently bring style and substance into their food and beverage presentation. D. Max Maxey was back, this time, spinning Best Picture-inspired cocktails from newly launched Dragon Bleu Vodka, while tea enthusiasts joyfully sipped elegant brews from Kusmi Tea. Moreno BHLV champagne was also on hand. These libations washed down wonderful delicacies from Greece, as well as the always-scrumptious Millie's Cheesecakes and Chocolinis Organic Apple snacks.

*continued*

## Related articles

### Successes for Relativity

**Elle Hopper** looks at the Relativity Media party in Beverly Hills, where the winners were partying after the studio's 2011 Golden Globes' successes  
*photographed by Charley Gally/Wireimage and Frazer Harrison/Getty Images*

### Mad about the Emmys

While *Mad Men* took top accolades at the 2010 Emmy Awards, the week was filled with winning pre-show events that brought the best of beauty, health and accessory trends. **Leyla Messian** scoped out the best



Copyright ©1997–2011 by JY&A Media, a division of Jack Yan & Associates. All rights reserved. JY&A terms and conditions and privacy policy apply to viewing this site. All prices in US dollars except where indicated. Contact us here.

**Departments**  
Fashion  
Beauty  
Living  
Volante  
Insider  
News  
Forum  
Community  
Shopping

**Insider**  
Environment  
New Zealand  
New York  
London  
Paris  
Los Angeles  
Modelling  
Random page

**Lucire TV**  
Lucire Facebook group  
Lucire Facebook fan page  
Lucire on Twitter  
Lucire for mobile devices  
Lucire on Vkontakte

**Contact us**  
Subscribe  
Email updates  
Advertise  
 RSS feed for Lucire 'Insider'  
**Selected team RSS feeds**  
Jack Yan | Summer Rayne Oakes | Stanley Moss | Pameladevi Govinda | Ali Sabbagh