

BIZBASH

MIAMI

EVENT REPORT 05.03.07 4:17 PM

L'Oreal Fete Big on Hollywood Glam

Parbel celebrated its 30th anniversary amid minimalist luxury at the Paris Theatre.

It seemed only fitting to hold the 30th anniversary celebration of the L'Oreal Group's Parbel at South Beach's [Paris Theatre](#). Based in Miami, the company distributes L'Oreal's numerous fragrance and cosmetics brands—including Ralph Lauren, Kiehl's, Guy Laroche, Biotherm, and Lancôme—throughout the Latin American market. And the venue's edgy interior, with shiny black floors, stark white walls, and floor-to-ceiling white vinyl curtains, was just the kind of backdrop that [Valbihcom](#)'s Valerie Bihet was looking for. The evening's theme, "Together with the Stars," was also a factor. "We needed to do something like a Hollywood movie premiere, so we were looking for a theater," she said. "The Paris Theatre is very minimalist—it matched with what they were looking for, something a little more unique and luxurious."

A sense of Hollywood glam was established at the outset—two models greeted arriving guests as they posed for pictures on a red carpet. Taking a cue from the Hollywood Walk of Fame, Bihet put down adhesive stars on the floor of the narrow corridor (each one was a different Parbel brand) leading into the reception area, which had plasma TVs showing black-and-white archival footage of actors accepting their own Hollywood stars. Indeed, black-and-white was a key color theme, particularly evident in this area. Another photographer shot guests who posed on a small stage, while other attendees relaxed in a side lounge designed by [Nuage Designs](#), or socialized at high-top cocktail tables decorated with simple floral displays of white roses and galax leaves spray-painted black. [Thierry's Catering](#) staffed the bars and provided full catering, which included passed hors d'oeuvres such as grilled shrimp on a sugarcane spear, roasted portobello on garlic crostinis with basil, and seared tuna on wonton crisps with a mango-black bean salsa.

Color was introduced in the main room, with gobo lights and splashes of pink, purple, and blue provided by [Everlast Productions](#). Awards were given out and presentations made from a large stage where a variety of entertainers performed, including tango dancers and a cabaret-style revue of three showgirls. Another highlight was a gospel choir that sang from the upper balcony, as well as an aerial acrobat who performed earlier in the evening. A buffet dinner offered sushi, as well as filet of beef and salmon, with sides of grilled and roasted vegetables, baked gratin of potatoes and porcini mushrooms, and specialty breads and cheeses.

—[Bobby Killgore](#)



A "Walk of Fame" was put down in the entrance corridor,



Large candles and white rose petals added to the decor in



An intimate lounge designed by Nuage Designs pulled in

spotlighting Parbel's numerous brands, including Ralph Lauren fragrances.

the entrance corridor, as did shots from several L'Oreal print ad campaigns.

the black-and-white theme.



Plasma TVs in the reception area showed historic footage of stars on the Hollywood Walk of Fame.



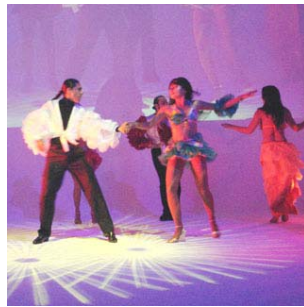
The main room featured a large screen set behind the stage. Dramatic floor-to-ceiling white vinyl curtains enveloped the space.



Several hanging displays of monstera leaves with white dendrobium orchids were used to hide holes in a tiled wall adjacent to one of the bars.



Everlast Productions provided audiovisual and lighting services, which included the colorful lighting design.



The entertainment included tango dancers.



The Shu Uemura makeup station was busy throughout the night.



Orange tulips by Bamboo Flowers contributed to a colorful sushi display.

PARBEL'S 30TH ANNIVERSARY CELEBRATION
PARIS THEATRE
MONDAY, 04.23.07, 7 P.M. TO 1 A.M.

Bar, Catering Thierry's Catering
DJ S.F.P. Records
Entertainment Hot Jam

Event Design (Stars) [Avant Edge Design](#)

Event Planner, Production [Valbihcom](#)

Floor Printing (Stars) [DC Media Graphics](#)

Flowers, Plants [Bamboo Flowers & Production Events](#)

Lighting, Sound, Video [Everlast Productions](#) ★

Linens, Lounge Design, Rentals [Nuage Designs](#)

Transportation [Aventura Worldwide Transportation](#)

Venue [Paris Theatre](#)