



Guests lined up outside the Havaianas cabana to get their own pair of customized flip-flops.



The week kicked-off with the Diesel show and official after party.

Name Dropping

Mercedes-Benz Fashion Week Swim brought big names and big sponsors to South Florida.

WHEN IT COMES TO FASHION, people love to name-drop, and it was no different at this year's Mercedes-Benz Fashion Week Swim in Miami. However, the name-dropping wasn't exclusive to the fashion labels like Tommy Bahama, Custo Barcelona, and Ed Hardy, but also included the sponsors. A variety of big-name companies—such as *Ocean Drive* magazine, Smashbox Cosmetics, Fuze, Smartwater, and others—made their presence known at Fashion Week's headquarters at the Raleigh Hotel.

Starting with the Diesel show on July 17—which saw the hotel's pool deck transformed into Diesel University through branded pillows, pennant flags, beer pong tables and more—and continuing all weekend long, the big names on display weren't just on the catwalk. Each of the cabanas lining the hotel's beach area behind the pool deck was turned into a private showroom—and highly visible marketing tool—for a different event sponsor.

In one cabana, Smashbox Cosmetics and Essie nail polish came together to create a pampering lounge for female attendees. The inside of the cabana featured elegant cream and sage draping, crystal chandeliers, a flat-screen television, and luxurious love seats and sofas. Additionally, the cosmetics company had expert makeup artists on hand to provide free makeovers and touch-ups, while Essie offered manicures on the opposite end of the cabana.

Just next to the Smashbox/Essie lounge, Havaianas set up its flip-flop-making workshop. The cabana was draped in bright red sheers—one of the company's signature bright colors—and outfitted with a television running the company's advertisements; a snow cone machine providing refreshing treats; and Havaianas helpers on hand creating custom flip-flops. Guests stood in line to choose their favorite color combinations and jewel accents for a personalized pair of sandals—a gift many women in attendance took advantage of to attend a show in the Oasis tent on the beach.

Since the majority of events took place outside, beverage sponsors received extra visibility as guests were constantly clamoring for liquid refreshment from the intense heat. Smartwater, Fuze, and Café Bustelo—the exclusive coffee of Fashion Week Swim—placed stocked coolers throughout the tent and pool areas for attendees to enjoy. In addition, Smartwater representatives distributed its product at the entrance to the fashion tents.

Other sponsors included *Ocean Drive* magazine with its pool-deck lounge; Aveeno skin care, whose representatives passed out free sunscreen—a must-have in Miami; American Express, which provided a shady cabana for cardholders; and Conair, whose cabana showcased the company's new eco-friendly collection of brushes and hair accessories.

—D. Channing Muller

MB Fashion Week

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Conair and Scunci's cabana showcased the company's new eco-friendly collection of brushes and hair accessories.



Smashbox Cosmetics' expert makeup artists provided free makeovers to female attendees.

PHOTOS: BIZBASH



Essie nail polish offered manicures from the pampering lounge they shared with Smashbox Cosmetics.



Guests entered the Fashion Week tents through the Blackberry Curve/T-Mobile lounge.



The Smashbox/Essie cabana featured elegant cream and sage draping, crystal chandeliers, luxurious love seats and benches.

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