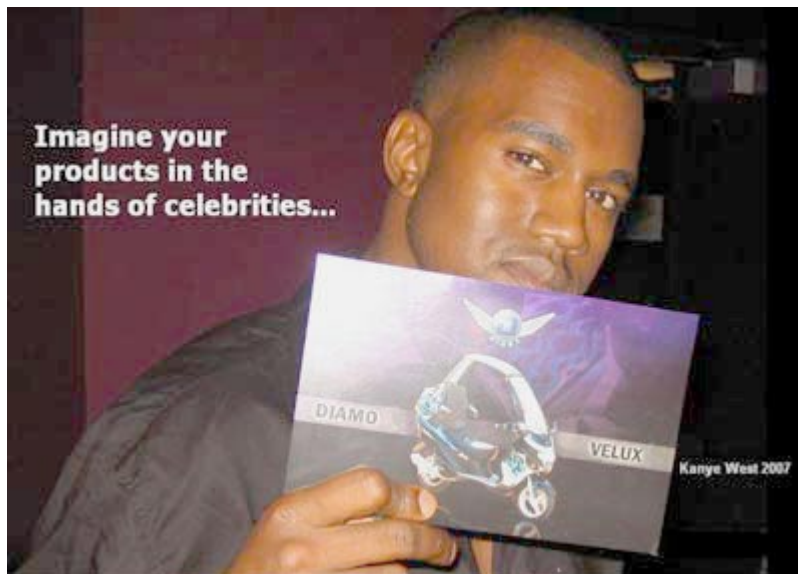


MULTieMEDIA - 2007 Recording Academy Celebrity Gift Bags - Oh the Swag!

By Melinda Hunter



The co-founders of **MULTieMEDIA**, **Brittney Lipsett** and **Kathleen Petrones**, know the ins and outs of SWAG. These girls have been creating and distributing celebrity gift bags for over two years with **MULTieMEDIA**, adding on to several years of prior experience from other respective companies.



MULTieMEDIA combines marketing, PR, VIP gifting, and corporate sponsorship into one business in order to serve several companies on multiple levels. This multifaceted business devised the **2007 Recording Academy Celebrity Gift Bags** full of high-end luxury goods. Celebrities dove into:

Agua Luca Ultra-Premium Brazilian Cane Rum, the leader of sugar cane based Brazilian rums, with a chic, decorative, yet simple bottle. www.agualuca.com

Alberto Culver's St. Ives body scrub and three in one Soft & Beautiful oil for sensual smoothness and relaxation. www.albertoculver.com

A \$1000 gift certificate from **Blue Star Jets** for a private jet ride to any destination. With the busy schedules and traveling needs of celebrities, this is more of a necessity. www.bluestarjets.com

A one week pass to any **Equinox** location across the United States. Staying fit and trim, especially while on location and during travels, is crucial for celebrities.

www.equinox.com



Eternale skin care products, infused with organic ingredients, makes every celebrity “feel beautiful in every cell.” Kit comes complete with facial wash, facial peptide-C serum and facial day complex.

www.eternale.com

Fox River bio-fiber socks, made from 100% biodegradable corn, fit the “green” theme in Hollywood this year. www.foxriver.com

Complimentary shirts and pants from **Haggar Clothing**, a menswear company, perfect for a formal occasion or a day of golf. www.haggar.com



Jivin leather bracelets that are customizable and personalized. www.jivin.biz

The newest fragrance from **Kenneth Cole**, RSVP. Celebrities much look and smell good after all. www.kennethcole.com

A selection of **Lipton Pyramid Teas**, defined by long leaves, real pieces of fruit, herbs and natural flavors encased in a gossamer pyramid shaped bag that offers a great aroma and pleasant taste. Tea is also known for its health benefits and antioxidants. www.lipton.com

Panasonic Headphones from the company's newest line. Inspired by the headphones of generations past, **Panasonic** has created a line of retro headphones perfect for any music fan. www.panasonic.com



A new scent of bubble bath from the **Philosophy Skin Care** line, known for its unique and relaxing bath products. This new formula combines luxury, bubbles, and aromatherapy. www.philosophy.com

\$20 off of any spa service from **Red Door Spa** for an afternoon of pampering and stress relief. www.reddoorspas.com

Designer sneakers from **Superga** shoes. Celebrities simply check the color they like best, drop the information in the mail, and within a week will have a brand new pair of shoes at their door. www.superga.com

A membership with **Tablet Plus Membership Program** that allows late check out, early check in, complimentary spa services, breakfast, wireless internet connections, and a bottle of wine upon check in. www.tablethotels.com

A bottle of **Vava** spring water, bottled at the source and charged with therapeutic electromagnetic frequencies that correspond to targeted organ systems. When consumed, it may cause chills for relaxation and energy through detoxification. www.vava.comj



All of these goods and services are sure to meet the needs and desires of the celebrity demographic targeted for this gift bag. The precise product placement and celebrity association resulting from SWAG gifts, such as these, detail the research and work that goes into planning and collecting products for these freebies. SWAG entails so much more than just tossing a few expensive items into a decorative bag.



While a non-celebrity may be unaware of the fact that SWAG is mutually beneficial for both celebrities and the product's company, PR and VIP gifting agencies such as **MULTieMEDIA** thrive on this fact and the ending result is happy celebrities and happy companies.

Visit **MULTieMEDIA**'s website here:
<http://multie-media.com>