

TUESDAYS AT HENRY HALL MEDIA RECAP REPORT JUNE 20, 2017

BRIEF

With the launch of Tuesdays at Henry Hall on June 20, Mission tells the story of Henry Hall as an ‘it’ destination for live music, food, drinks and entertainment that merges New York’s nightlife and boutique hotel experience with luxury residential living.

We contracted DJ talent The Dolls, who are frequently featured in fashion & culture outlets, as well as created a guest list of notable influencers including model [Jordun Love](#), influencer [Jessica Franklin](#), DJ & influencer [Brianna Lance](#), model [Olesya Senchenko](#), model [India Gants](#), and fashion influencer [Kasey Ma](#), among Imperial’s, Ken Fulk’s and Delicious Hospitality Group’s guests.

PR STRATEGY

Tuesdays at Henry Hall was an invite-only event, and thus our PR strategy was focused on post-event outreach. We secured two media interviews with the talent and distributed a post-event media alert featuring the stylish people in attendance.

1-Line Positioning Message

Mission drafted the following positioning message, and pushed for inclusion in every piece of coverage:

Imperial Companies kicks off Tuesdays at Henry Hall, a music series bringing the boutique hotel experience to residential living

mission

RESULTS

We secured two main pieces of coverage, an 'In Culture' piece in our Tier I outlet, W Magazine, and a positioning piece about Henry Hall and the series in Milk.xyz. We also secured two news bites in our Tier I outlets, Women's Wear Daily and Elle.

POSITIONING COVERAGE

W Magazine: Mia Moretti and Margot of The Dolls Have Created Your Ultimate Summer Playlist

The story published on W's homepage on June 21, featuring The Dolls' playlist made for their Henry Hall set. The playlist is titled "Summer in the City 2017," and will live permanently on SoundCloud: <https://soundcloud.com/thedolls/sets/summer-in-the-city-2017>.

The positioning line reads: *Last night, the duo kicked off the inaugural "Tuesdays at Henry Hall," a new music series held at the venue of the same name, located in Hudson Yards. It was there that they debuted the perfectly curated playlist, which Moretti describes as, "Hot. Hot in temperature." "Actually, burning," added Margot.*

Writer Name

Lauren McCarthy, Digital Fashion News Editor

Circulation

1,496,625 unique visitors per month

Twitter Coverage

<https://twitter.com/wmag/status/877659161177317376>

Link

mission

<https://www.wmagazine.com/story/summer-playlist-by-katy-perry-mia-moretti-margot-the-dolls>

Milk.xyz: Meet Mia Moretti and Margot DJ-Violinist-Duo of The Dolls

The Dolls conducted an exclusive interview prior to their set about their current and future endeavors, musical background, points of inspiration and their participation in the launch of Tuesdays at Henry Hall. The interview published on June 22 on Milk's homepage.

The positioning line reads: *In an evening that anticipated the desperately awaited summer solstice, there was brought forth bright smiles, spiked lemonade cocktails, and a sweet, sweet set by killer DJ-violinist-duo The Dolls. While the sun set across the Hudson river, Imperial Companies kicked off Tuesdays at Henry Hall, a music series bringing the boutique hotel experience to residential living. How chic?*

About Milk.xyz

Milk stands at the crossroads of the fashion, music, photography, and film worlds. A media company based out of New York and Los Angeles— Milk spans contemporary culture and is a hub for nurturing creativity and supporting partnerships with some of the industry's most visionary talent and innovative brands.

Writer Name

Brandon Tan

Circulation

1,101,304 unique visitors per month

Link

<https://milk.xyz/articles/meet-mia-moretti-and-margot-dj-violinist-duo-of-the-dolls/>

mission

SUPPLEMENTAL COVERAGE

ELLE: This Week in Parties - June 24, 2017 Edition

“This Week in Parties” is a recurring feature on ELLE.com that highlights noted events nationally with a celebrity/influencer presence. The slideshow highlights 15 of the best recent events spanning across the fashion, beauty, music and entertainment industries.

3 Henry Hall photos were included in the June 24 edition with the caption: *At the Imperial Companies kicked off Tuesdays at Henry Hall event on June 20, 2017 in New York City.*

Writer Name

Ariana Yaptangco, Assistant Editor

Circulation

11,845,383 unique visitors per month

Link

<http://www.elle.com/culture/celebrities/news/g30011/this-week-in-parties-june-19/>

Women's Wear Daily: Dior Taps Influencers to Plug New Pop Up Shop With Bergdorf Goodman

The story published within WWD's Digital Daily newsletter on June 7th, featuring a news bite about DJ Mia Moretti's involvement in an influencer initiative with Dior, and mentions coming set at Henry Hall.

The positioning line reads: *Moretti, a DJ, is another in-the-know personality and Katy Perry's friend. Moretti will help kick off the invitation-only music series “Tuesdays at Henry Hall” in New York on June 20 along with Margot as The Dolls.*

Writer Name

mission

Rosemary Feitelberg, Digital Market Editor

Circulation

1,487,126 unique visitors per month

Twitter Coverage

<https://twitter.com/wwd/status/872459889985060864>

Link

<http://wwd.com/fashion-news/fashion-scoops/dior-taps-influencers-to-plug-new-pop-up-shoe-shop-with-bergdorf-goodman-10903623/>

Los Angeles Times: Dior taps influencers to plug new pop-up shoe shop with Bergdorf Goodman

The Los Angeles Times website syndicated WWD's Digital Daily newsletter on June 7th, featuring a news bite about DJ Mia Moretti's involvement in an influencer initiative with Dior, and mentions coming set at Henry Hall.

Writer Name

Rosemary Feitelberg

Circulation

23,969,120 unique visitors per month

Link

<http://www.latimes.com/fashion/la-ig-wwd-dior-bergdorf-goodman-20170607-story.html>

MEDIA ATTENDANCE

mission

The following media attended the event. Mission will continue to engage these contacts as appropriate to liaise for coverage.

- The Hearst Design Group, Newell Turner (scheduling interview with Eric Birnbaum 6/28)
- The Hearst Design Group, Lucy Bammam
- CNN Courageous Studio, Marites Algonos
- In Touch Weekly, Amber Belus
- US Magazine, Travis Cronin
- SELF Magazine, Tiffany Dodson
- Stylecaster, Leah Faye-Cooper
- Architectural Digest, Elizabeth Fazzare
- Footwear News, Nia Groce
- TIME, Keisha Lamothe
- TIME, Cady Lang
- Guest of a Guest, Stephanie Maida
- The Lifestyle Edit, Naomi Mdudu
- Life & Style Weekly, Anna Quintana
- Milk.XYZ, Chloe Richman
- W Magazine, Caroline Grosso

SOCIAL MEDIA STRATEGY

Guests were encouraged to use the hashtag #TuesdaysatHenryHall and tag our Instagram account @HenryHallNYC.

Fashion influencer Kasey Ma (@TheStyleWright; 89K followers) published an Instagram [post](#) from a bedroom in the “Bachelor” suite, and the post has received over 1,500 likes to date.

Other notable pieces of social coverage include:

- @HeyGorJess; 111K followers; Instagram story clip in link below
- @MiaMoretti; 99K followers; Instagram story clip in link below

mission

- @CallMeMargot; 24K followers; Instagram story clip in link below
- @HookedonDolls; 11K followers; [post](#)
- @NatashaDiggs; 10K followers; Instagram story clip in link below
- @JanisEmbroidery; 10K followers; Instagram story clip in link below
- @Efazzare (Architectural Digest Editor); 221 followers; [post](#)

Select clips: <https://spaces.hightail.com/receive/1WVPp3Mhp5>

PHOTOGRAPHER

We contracted noted fashion photographer [Pierre](#) to photograph the evening. He also [posted](#) about the event on his personal Instagram account (@VisualsbyPierre; 68.3K followers).

ASSETS MISSION CREATED

- Post-event press release
- Photography shot list
- Run of show

mission