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For Immediate Release

Stars and Style-makers Shine at Pixie Press Company Launch and *About Face* Book Release

Jason Lewis, Gilles Marini and Jesse Williams join 300 Hollywood trendsetters for its Hollywood Celebration

[West Hollywood, 15 February 2010] – **Pixie Press Worldwide**, the Beverly Hills, CA–based boutique publishing house, celebrated its company launch with a star-studded rooftop party at The London West Hollywood. The evening marked the debut of its first coffee table book, **ABOUT FACE**, shot by celebrity photographer **John Russo**. Many of the male subjects from the book joined the festivities. **Jason Lewis** (*Sex and the City*), **Gilles Marini** (*Brothers & Sisters*), **Jesse Williams** (*Grey's Anatomy*), **Jesse Metcalfe** (*Desperate Housewives*), **Justin Chon** (*Twilight, New Moon*), **Daren Kagasoff** (*The Secret Life of The American Teenager*), and several others showed their support for the publisher and their charitable partner, **Smile Train**, an organization providing free cleft and lip palate surgeries to children around the world.

The 300+ guests, who rubbed shoulders with the handsome actors and models, included some of the city's elite influencers from entertainment, fashion and design. According to publisher **Jordana Woodland**, "The event was a huge success for us—it got people in L.A. talking about photography and coffee table books, and we were able to forge some great relationships for our next projects."

When asked if Pixie Press is the next Taschen, Editor-in-Chief **Ayn Carrillo-Gailey** comments, "I love Taschen and take that as a compliment, but our plan is to keep this publishing house a boutique brand with a very hands-on creative team that is passion-driven and hyper-focused on producing books that are innovative, inspiring and iconic."

It doesn't go unnoticed that, especially in these times, most book publishers do not have lavish parties. According to Chief Creative Officer **Rebecca Frank**, the party was consistent with their luxury brand, which she believes can be eco-friendly and with an emphasis on "luxury that matters." "The paper for ABOUT FACE was manufactured with 100% wind-power; the carbon footprint for the event was measured and is being offset through reforestation in the U.S.; and a percentage of each book is donated to the charity Smile Train, which provides a child with a positive facial transformation that resonates with our mission," added Frank.

With unobstructed views of L.A., the party was produced by accomplished designer **Alex Alexander** of Alex Events Inc., who created a sophisticated backdrop with Swarovski crystal chandeliers, satin ivory draping with hues of aura-like purple lighting, and contemporary lounges with custom accent throws and pillows. Guests were treated to specialty cocktails and hors d'oeuvres by chef **Gordon Ramsay** and tunes by KCRW DJ **Mathieu Schreyer** throughout the night. Upon departing, patrons received a branded soy candle with a custom scent crafted specifically for Pixie Press by **Duett candles. FLIP™** Video provided cameras for capturing commentary about the party's trendsetters by reality contestant **Janine Jarman** of Bravo's *Shear Genius*.

Photos of the evening are available by WireImage/Getty Images and through Pixie Press. ABOUT FACE is available at PixiePressWorldwide.com and on Amazon.

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