

# mod

## matters on design

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**HACHETTE FILIPACCHI MEDIA, KIA MOTORS AMERICA AND  
BEBE PRESENT  
MOD: MATTERS ON DESIGN ON SATURDAY, MARCH 13, 2010 AT  
THE GROVE LOS ANGELES**

An Ongoing Program Created to Reveal Designs Most Creative Forces and to Assemble All Design Related Matters Including Interior, Fashion, Product, Vehicle, Style and Technology

**(Los Angeles, CA)** - Hachette Filipacchi Media, Kia Motors America and bebe are pleased to present the second annual MOD: Matters On Design at the Grove Los Angeles on Saturday, March 13, 2010. The full day event will consist of ride-and-drive experiences of the all-new 2011 Kia Sorento CUV, a modern art and décor lounge that will feature modern furniture and interactive artworks, as well as an evening fashion show presented by bebe.

“We are thrilled to be collaborating with such innovative brands on a heightened level to educate Angelenos about design with our full day of programming,” shares Al Silvestri, VP of Corporate Marketing & Strategic Development at Hachette Filipacchi.

In today’s design-centric world, consumers demand that brands innovate, refine, and even re-imagine their products. Auto manufacturer **Kia Motors America** and leading contemporary brand **bebe** are two such companies, having stepped up their design game with new styles and modern features. Offering a glimpse into the creative process, MOD brings these two brands together in the name of design.

### **MOD DESIGN LOUNGE (10AM-7PM)**

The experiential art and décor lounge will be showcased under a tented pavilion on The Park at the center of The Grove where the all-new 2011 Kia Sorento will be unveiled. Guests are welcome to rest their feet on beautiful designer furniture while viewing a selection of the most captivating works of art.

A limited selection of bebe products will be available for purchase at the bebe Cabana located in The Park.

### **KIA MOTORS AMERICA (10AM-7PM)**

*Car and Driver* will be facilitating ride-and-drives of the all-new 2011 Kia Sorento in the valet roundabout at The Grove. All patrons are encouraged to test drive the new Kia Sorento CUV and receive a complimentary gift certificate to The Grove (redeemable at all participating retailers).

### **BEBE FASHION SHOW (7PM)**

bebe will showcase the latest looks from their Spring 2010 Collection and as well as a sneak peek preview of the next bebe-Kardashians capsule collection, scheduled to hit bebe stores nationwide and internationally in April 2010.

bebe has enlisted the creators of The Zodiac Show, Lee Cherry and Carmit Bachar, to incorporate elements of their popular performances into the fashion show including aerial acrobatics by Hollywood Aerial Arts, stilt walkers, world class dancing, live music and vocals by Esthero in conjunction with the runway presentation. Carmit Bachar will host the fashion show with live sets by Grammy nominated musician/producer/DJ, Vikter Duplaix.

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### **ABOUT MOD: Matters On Design**

An ongoing program created to reveal some of designs most creative forces and to assemble all design related matters such as interior, fashion, product, vehicle, as well as joining the two elements essential in all luxury, style, and technology. This will include discussions with design luminaries, exhibits, interactive lounges, and cocktail parties that will bring a synthesis of people interested and passionate about design related matters and the industry's most creative forces.

### **ABOUT Hachette Filipacchi Media U.S.**

Hachette Filipacchi Media U.S. (HFM U.S.) serves consumers' passions and lifestyles through trusted, expert content that entertains and inspires on all media platforms. Illustrated with extraordinary images, these engaging editorial environments combine with highly-targeted demographics and scale to create rich opportunities for our advertisers. Our prestigious brands fall into five sectors: Fashion & Beauty (ELLE, ELLEgirl); The Luxury Design Group (ELLE DÉCOR, Metropolitan Home and PointClickHome); Women & Wellness (Woman's Day, Woman's Day Special Interest Publications); Automotive (Car and Driver and Road & Track as part of Jumpstart Automotive Group) and Motorcycling (Cycle World). HFM U.S. is part of Lagardère's ([www.lagardere.com](http://www.lagardere.com)) media division Lagardère Active, a producer of special-interest content in more than 40 countries. ([www.hfmus.com](http://www.hfmus.com))

### **ABOUT KIA MOTORS AMERICA**

Kia Motors America (KMA) is the marketing and distribution arm of Kia Motors Corporation based in Seoul, South Korea. KMA offers a complete line of vehicles through more than 670 dealers throughout the United States. For 2009, KMA recorded its 15th consecutive year of increased U.S. market share and recently achieved its best quarter of sales ever. Kia Motors subscribes to a philosophy of building high value, high quality, safe and dynamic vehicles. Kia

Motors prides itself on producing vehicles that are exciting and enabling and evoke the Kia tagline “The Power to Surprise.” Kia Motors America is the “Official Automotive Partner of the NBA.” Information about Kia Motors America and its full vehicle line-up is available at its Web site – [www.kia.com](http://www.kia.com). For media information, including photography, visit [www.kiamedia.com](http://www.kiamedia.com)

#### **ABOUT bebe**

bebe stores, inc. designs, develops and produces a distinctive line of contemporary women’s apparel and accessories, which it markets under the bebe, BEBE SPORT, bbsp, PH8 and 2b bebe brand names. bebe currently operates 305 stores, of which 213 are bebe stores, 58 are PH8 stores, 33 are 2b bebe stores and 1 is a bebe accessories store. These stores are located in the United States, U.S. Virgin Islands, Puerto Rico and Canada. In addition, there is an online store at [www.bebe.com](http://www.bebe.com)

#### **ABOUT THE GROVE**

The Grove, developed by Caruso Affiliated, is Los Angeles’ coolest “hot spot”, with scores of celebrities per square foot. A well-established icon in the L.A. vocabulary, The Grove drew more than 18 million visitors last year. Caruso Affiliated is known for creating innovative open-air retail environments that serve as local gathering places. The Caruso style has become a recognized brand within the retail industry as well as with Southern California residents and visitors. The success of the company’s stylish and elegant outdoor places where people can gather, shop and be entertained has challenged the traditional “mall” concept and set a new standard in the industry. A recognized leader in this trend, Caruso Affiliated’s growth is approximately two times that of the largest publicly traded REITs and sales per square foot at Caruso properties are 40 percent higher than industry averages. [www.thegrovela.com](http://www.thegrovela.com)

#### **ABOUT A-List Communications LLC**

A-List Communications ([www.a-listcommunications.com](http://www.a-listcommunications.com)) is a full-service Consulting, Special Events & Communications Agency with offices in Los Angeles and New York City. With over 15 years of Global Agency experience, A-List Communications specializes in connecting corporate brands with results-driven communication strategies, and globally recognized celebrities that elevate their clients to the A-List. Core to A-List Communications success is delivering “Brand Integration” services across a portfolio of propriety Branded Entertainment programs including “Fashion Week STYLE30”, “Supper Series” and “The Art & Soul Center”.