

A close-up, slightly blurred photograph of a person's hands holding a smartphone. The person's face is partially visible on the right side of the frame. The background is a warm, out-of-focus indoor space with wooden beams and lights. The text is overlaid in the center of the image.

# EVAN FOWLER

WEB | MARKETING | EDITORIAL

EXPLORE • IMPACT • NETWORK

CONNECT



THE EXPERIENCE BOUTIQUE

# TRINE

— NETWORK —

A COMMUNITY DESIGNED TO CONNECT BRANDS AND INDIVIDUALS  
*through the emotional power of unforgettable experiences*

## CREATE

TRINE leverages its expertise in hospitality and marketing to offer exciting and creative solutions to the generic and conventional corporate event space. Our goal is to ensure your brand experience impacts each client on an individual level, ensuring true brand loyalty with limitless potential.

## ACTIVATE

When TRINE partners with a brand, we act as an extension of your marketing and administrative teams, working closely to establish a strong brand identity, and to curate unique and unforgettable experiences that perfectly align with your core message—experiences that forge lifelong memories, forever tied to the brand that helped create it.

## MEASURE

A post-event recap is an integral part of the evaluation process. TRINE will analyze the financial, operational, and marketing impact of the activation, and work together to create solutions and opportunities for growth and improvement. Whether the goal is brand awareness or client retention, we understand the importance of measuring your success.



**CREATIVE THINKING.  
CUSTOMIZED STRATEGY.  
UNPARALLELED EXPOSURE.**

Founder Chet Mehta and his team bring over sixteen years of experience to PR DEPT, executing successful publicity campaigns for a wide range of entertainment and lifestyle brands. Whether it's a product launch for fashion powerhouse H&M, or event marketing for entertainment authority *Variety*, PR DEPT has a simple philosophy for campaigns that speak to the world.

## **WE BELIEVE IN EXCEEDING EXPECTATIONS.**

We aim to go beyond creating meaningful exposure for every client. Our goal is to provide a seamless experience while crafting brand narratives that connect with people and drive business.

## **WE BELIEVE THAT YOUR SUCCESS IS OUR SUCCESS.**

By living and breathing the brands we represent, we are committed to understanding and fulfilling all of their goals.



# VICTORINOX

Home of the “Original Swiss Army Knife,” Victorinox is the standard in traditional Swiss innovation, marked by reliability, functionality, and unprecedented quality. Based in the Village of Ibach, between towering, snow-covered Alps, Victorinox produces and distributes a wide range of extraordinary products with practical applications: Household and Professional Cutlery, Timepieces, Travel Gear, Fashion, and of course, Swiss Army Knives.

**THE COVETEUR AND VICTORINOX COLLABORATE TO BRING A MEN'S  
"GUIDE TO WINTER STYLE PREVIEW" AT THE 2013 SUNDANCE FILM FESTIVAL**

Sundance is just around the corner, and once again, celebrities, filmmakers, and industry A-listers are rummaging through their closets to find the perfect winter wardrobe for the snow-covered extravaganza. Offering actors and audience members a behind-the-scenes look at some of the most exciting trends of the season, *The Coveteur* has teamed up with Victorinox to provide a "Guide to Winter Style Preview" at the 2013 Sundance Film Festival in Park City, Utah.

Founded by designer Erin Kleinberg and stylist Stephanie Mark, *The Coveteur* is changing the way people understand personal style. Allowing readers full access to the creative process of some of the most influential people in the fashion world, the digital fashion magazine is bringing celebrity style secrets out of the closet and onto the slopes. Together, Kleinberg and Mark have chosen a spectacular assortment of snow-savvy apparel from the latest Victorinox line, best known for their Swiss Army style, to keep some of the most recognizable men at Sundance fashionably warm and accessorized for the winter season. This year, the lucky guys being "Coveteured by Victorinox" are **Casey Affleck, Adam Brody, Matthew Goode, Dermot Mulroney, Tony Okungbowa, Adam Scott and Alexander Skarsgard.**

At such high altitudes, these leading men need layers. Beginning with the Vx Traveler Sweater, a combination of both strength and softness, Victorinox offers the comfort and durability needed to trudge through the snow in style. Layered on top, Kleinberg and Mark have chosen the Davos Hooded Insulated Jacket, a lightweight material that traps heat in but won't stop them in their tracks, and the Ibach Scarf, which provides a final touch to the perfect winter ensemble. Keeping them on schedule throughout the festival, they will also be sporting either the Dive Master 500 Timepiece, with a more traditional feel, or the Night Vision Timepiece, featuring the same quality with a little urban flair. And last but not least, offering the perfect place to store their winter gear, *The Coveteur* has skillfully selected Victorinox's Spectra Luggage, which combines lightweight durability and contemporary design, providing the strength of a hardside travel case without sacrificing personal style.

## Hot Stuff

by Lisa Fawcett



**A Holistic Approach to Skincare That Won't Leave You Covered In Egg Whites and Oatmeal!**

**DOSHACARE** IS AN AGE-OLD AYURVEDIC PHILOSOPHY, BEAUTY IS MORE THAN SKIN DEEP. Doshacare is a brand new skincare line that combines the Indian philosophy of physical, spiritual, and mental well-being with the best of Western technology to create an amazing skincare regimen that works with your body to nourish your skin.

Made up of 98 percent botanical ingredients, the system follows three Ayurvedic constitutions, Vata, Pitta, and Kapha that are based on the results of a brief Doshacare survey. The survey determines your personal constitution, or Doshha, based on your specific mental and physical characteristics.

An out-of-balance Vata is easily excitable and anxious, and is generally characterized by dry skin, while Kapha and acne-prone skin accompanies the critical nature of Pittas. Kaphas, generally known for their easy going nature, can experience congested, oily skin if unbalanced and withdrawn. By determining where you stand on the Ayurvedic scale, Doshacare can cater to your precise skincare needs and target both the internal and external aspects of your nature that affect your complete well-being. Doshacare offers cleansers, exfoliants, mاسques, moisturizers, and elixirs. Or try the Sakala line, featuring refining tonic, eye and neck balm, environmental shield, and sunscreen. Doshacare products are available online, at Fred Segal, Laser Solutions in Beverly Hills, and Chopin Chemists in New York. For more info, check out [www.doshacare.com](http://www.doshacare.com)



### Get Carried Away With the Sex and the City DVD

The girls are back again with the highly anticipated release of the Sex and the City DVD. For those of you that waited hours in line to see Carrie, Samantha, Miranda, and Charlotte on the big screen, the wait is over to see them again in the comfort of your own home. The two-disc special edition DVD features deleted scenes, bonus features, conversations with director Michael Patrick King and Sarah Jessica Parker, as well as the making of 'Labels or Love' by Fergie. If you don't have it, all your friends will want when the conversation turns to Carrie and the girls, you'll be up a creek without a comol! For more info, check out [www.sexandthecitymovie.com](http://www.sexandthecitymovie.com)



### Say Goodbye to Summer Styles and Hello to Autumn Accessories

Fall has arrived and the cold weather is just around the corner. But lucky for you, style savvy consumers, handbags are hotter than ever! **M2 Wallace**, the premiere American nylon handbag company, has launched their new Autumn/Winter 2008 Collection with a bevy of new styles. They ranging from full size bags to clutches for any occasion - there is something for everyone. Take your pick from season-specific Earth tones like black, bronze, chocolate and chestnut, or think outside the globe and pick up a candy colored clutch or a framed print handbag in Rose Beedford or Bargello. Make it an accessory or the main event with a little black dress and a patent leather purse. You'll have no trouble finding something you like but good luck deciding what to sport this season - the possibilities are endless.

### The All-Natural Solution to Voluminous Hair

You care about what you put in your body, why care any less about what you put in your hair? All natural is in and you don't have to sacrifice a thing to get the volume you deserve. **Lamas Beauty Rice Protein Shampoo and Conditioner** adds volume by strengthening and expanding the diameter of the hair shaft with peptides, proteins, and amino acids. Derived entirely from certified organic botanicals, herbs, and vitamins, Lamas offers an eco-friendly way to heal and protect your hair from unnatural elements that consume our daily lives. Control your environment, don't let it control you! Already a hit among celebrity trend-setters like Penelope Cruz and Carrie Underwood, Lamas Beauty's Rice Protein Volumizing Shampoo and Conditioner is available at health and natural food stores nationwide or at:

[www.lamasbeauty.com](http://www.lamasbeauty.com)



### A Guy Thing

The skincare industry is dominated by products made for women. And when major lines veer off into unknown territory, they do so on behalf of the outdated metrosexual. Guys still want to be guys, even when they want to look good. **Hommage** is a spa-quality skincare line designed specifically with guys in mind. The brand's signature amber, sandalwood, and tobacco-floam aromas recharge, rejuvenate, and replenish the skin's natural moisture barrier, while flushing out impurities. The **Purify Face Cleanser** is pH balanced to cleanse, moisturize, and tone without irritation - designed to soften the beard and even ease tension in the face, neck, and upper back. For a facial detox, the **Achieve Face Mask** contains bioactive silt derived from fresh-water sediments more than 30,000 years old, combined with humic acid and blue green algae for a deeper clean than you've ever achieved. The Purify cleanser retails for \$50 and the Achieve mask is \$75. Hommage products are available at upscale boutique spas nationwide, including Montage Beverly Hills and Barney's New York.

For more info, visit [www.hommage.com](http://www.hommage.com)



NOT ACTUAL SIZE

### Good Things Come in Small Computers

Remember when cell phones required their own luggage, and moving the family computer was an unwelcome endeavor? When it comes to electronics, size matters - but what about price? While today's tiny touch-tones seem to have grown more affordable, convenience in a computer is still a high price to pay. Not anymore. **The Aspire One by Acer** is an ultra-lightweight mobile internet computer, weighing just 2.17 pounds and starting at just \$349. With 1GB of RAM and 120 GB internal hard drive, the Aspire One is not meant for space-consuming applications but is well equipped for your everyday computing needs, including Web browsing, email, instant messaging, word processing, viewing photos and streaming videos, and listening to your favorite tracks. The Aspire One is available in both XP and Linux Life and can be purchased via authorized Acer resellers.

For more info, visit [www.acer.com](http://www.acer.com)

**Fake It Till You Make It**  
As we now know, the perfect tan can lead to some pretty big problems.

Everybody wants a little bronze, but is it worth the risk? Don't sacrifice your skin, fake it with **Fake Bake self-tanning products**. The Fake Bake line is organically based and Paraben-free, and has revolutionized the way people think about self-tanning. The water soluble, odorless formula contains no dyes, so you don't have to worry about streaking or that orange glow that isn't fooling anyone. Fake Bake reacts with the skin's natural proteins for a natural-looking tan that lasts 50% longer than most products on the market. Choose from gel, mousse, lotion, and even a bronzing brush to find your perfect color. Your skin is your best accessory and it's completely irreplaceable. Don't damage it, fake it. Fake Bake products are available in select salons, drug stores, and from dermatologists nationwide. For more info, visit [www.fakebake.com](http://www.fakebake.com)



### Neither Tears, nor Sweat, nor Rain

Long lashes will never go out of style, but when exposed to the summer heat, even the best mascara can leave embarrassing streaks. Combining tradition and innovation, Sensai by **RAMBO** has introduced its new and improved **Mascara 39°C**. Acclaimed for its unique thermo-sensitive technology, Mascara 39°C will stay firm in place when exposed to temperatures - and even cool water - withstanding tears, sweat, and rain. Now supplemented with Kojishinai Silk and Swertia Japonica Extract, this one-of-a-kind mascara seems way ahead of its time. Thanks to their Dramatic Fiber innovation, Sensai also offers a double-used brush for easy volume, in addition to the more traditional separating and lengthening. Products range from \$28-\$32 and are available at Bergdorf Goodman, select Barney's New York, and Takahashiyas. For more info and store locations, visit [www.kanebo.com](http://www.kanebo.com) or [www.sensaicosmetics.com](http://www.sensaicosmetics.com)

SENSAI





feature

words by *Kevin Frazier*, photos by *Robert Todd Williamson*

# Zach Gilford



GROOMED BY TRENDSIE KING  
 STYLED BY ANNE PISAZZA  
 SHIRT BY BAND OF OUTSIDERS  
 TROUSERS BY MARCON MARTIN MAROZZA

**T**hese days, film studios are keeping a tight grip on their purse strings, playing it safe with reliable genres like action-adventure and science-fiction — usually starring the same famous faces that already sell magazines. Meanwhile, network television has evolved to accommodate the type of acting and directing previously reserved for indie features and Oscar buzz. If TV is the new indie, then actors like Zach Gilford are Hollywood's new leading men.

After graduating from Northwestern University with a degree in theatre and education, the Chicago native landed the role of Matt Saraceno on NBC's critically acclaimed series, *Friday Night Lights*. Known for his stypically unrehearsed look, the Emmy-winning drama follows the lives of a high school football team in small-town Dillon, Texas. "On most TV shows, there is very specific blocking," Gilford explains. "You sit around for hours while they light it, and then you do the scene over and over, exactly the same way." Peter Berg, creator of *FNL*, took a very different approach than most studio execs: a collaborative one. With three hand-held cameras shooting simultaneously, the actors have more freedom to move around and take creative risks, even with what they say. "Sometimes we just make it up as we go," he describes. "Dialogue is hard to write, and with mostly middle-aged writers from L.A. writing for high school kids in Texas, they respect us enough to trust us with their story and let us make the words our own." It's an artistic license that not only wins awards, but can lead to some pretty impressive platforms for an up-and-comer.

Gilford recently appeared in the season finale of *Grey's Anatomy* — a no-brainer for the show's casting director who also works on *FNL*. "I've been on a TV show for three years," he says. "But after the [*Grey's Anatomy*] episode ran, my phone, texts, emails were all blowin' up!" Reaching over 16 million viewers, it proves that a guest-starring role can mean a huge amount of exposure for an actor. To be "asked" to fill the role means he's got chops. Nobody, however, was more excited than his mother, who watches the show with a religious fervor. "I tried to keep it a secret but she Googles me like 80 times a day," he jokes.

His obvious talent and television success was bound to make him a safe bet for the big screen. "Movies are different," he explains. "Just because you get called in doesn't mean you're going to get it. They secure the globe for the right actor, and then you find out they went with Russell Crowe." Nonetheless, casting directors have seen something in Gilford that millions of *FNL* fans have known all along. The actor will soon be seen in the upcoming comedy *Put* *Grad*, opposite Alexis Bledel of *Sisterhood of the Traveling*

*Punts* fame. The film, which also stars Michael Keaton and Jane Lynch, follows Bledel's journey from college back to her parents' house and her attempt to deal with life after graduation. Gilford plays the lovingly supportive, procelligiate BFF who seems to be the right guy at all the wrong times. The movie also features some surprising cameos, including comedian Demetri Martin and comedic icon Carol Burnett.

Soon to follow is *River Why*, another coming-of-age quest, in which Gilford plays a young fisherman, eager to leave his city surroundings for a life in the wild. Ironically, it was on this film that the actor, who spends nearly every spare moment outdoors, had to face his biggest challenge yet: his fear of fish. After being surrounded by fish for nearly the entire duration of the shoot, it wasn't until he had to climb into a tank with two giant Chinook that the crew learned of his phobia. "Everyone was like, 'How did you make this movie?'" he jokes. "If I have a fear, I don't let it take over. I just do it."

Good advice for any actor with Gilford's passion. Moviemaking isn't what it used to be, but where there is talent, there will always be an audience. "There are a lot of ups and downs," he explains. "There's no way to know how this journey will play out." Lucky for us, this young actor's journey has only just begun. ■

"But after the [*Grey's Anatomy*] episode ran, my phone, texts, emails were all blowin' up!"

