



NATURALE



Chicago Style Suite

6/27/2014

Event Experience

- Brunch partnership with Everyday People
- Exclusive VIP access Style Suite
- Social environment with music, refreshments, and mingling
- Hands-on product experience
- Style presentations using the products

Event



Event



RSVP Site



Dark and Lovely Au Naturale
is teaming up with Everyday People to bring you the hottest brunch & Style Suite

JUNE 29TH, 2014 | UNTITLED 111 W KINZIE ST, CHICAGO 60654
Style Suite from 1pm-3pm | Complimentary Everyday People Brunch beginning at 12pm



Enter your info to be added to our Style Suite guest list

Keyword

First Name Last Name

Email Select Your Brunch Reservation

Please send me updates from Dark & Lovely Au Naturale

- RSVP -

Important: One reservation per person. RSVP does not guarantee admission. Space limited. Early arrival is encouraged.

Legal lines go here. Legal lines go here. Legal lines go here. Legal lines go here. Legal lines go here. Legal lines go here. Legal lines go here. Legal lines go here. Legal lines go here. Legal lines go here.



Congrats! Your name is on the list!

We look forward to seeing your fabulous face in Chicago on June 29th!

- Check your inbox! -

YOUR BRUNCH RESERVATION EMAIL WILL ARRIVE IN 2-3 DAYS PRIOR TO THE BRUNCH

Important: One reservation per person. RSVP does not guarantee admission. Space limited. Please plan to arrive 10-15 minutes prior to reservation to ensure brunch seating.

Check out the full line of Dark and Lovely Au Naturale products [here](#).

Drinks will be served so please bring your pohoto ID



Oh, snap!

Unfortunately, we're at capacity and our reservations are full.

FOLLOW US @OFFICIAL_DARKANDLOVELY TO STAY TUNED FOR MORE STYLE SUITE EVENTS!

Don't forget to check out the full line of Dark and Lovely Au Naturale products [here](#).

Email



Dark and Lovely **AU**
NATURALE
• Style Suite •

See you soon!

Your Everyday People complimentary brunch reservation time is set for
12:00 pm

**WE LOOK FORWARD TO SEEING YOUR FABULOUS FACE
IN DARK AND LOVELY'S AU NATURALE STYLE SUITE!**

Important: One reservation per person. RSVP does not guarantee admission. Space limited.
Please plan to arrive 10-15 minutes prior to brunch reservation time to ensure seating.

**Dark and Lovely Au Naturale Style Suite
Open from 1pm-3pm**

- Exclusive Style Suite Performance by Tweet
- Meet and mingle with Everyday People brunch hosts, Roblé, Saada & DJ Moma
- Get natural style tips & tricks from professional hair stylists, plus more!

#AuNaturaleEveryday

Dark and Lovely **AU**
NATURALE 



Ticket

Dark and Lovely® Au Naturale & Everyday People
Are teaming up to bring you the hottest brunch and Style Suite

JUNE 29, 2014
UNTITLED CHICAGO
111 W KINZIE ST, CHICAGO, IL

This pass allows 1 entry into the 12:30pm
Everyday People brunch and the Style Suite

After treating yourself in the Style Suite,
enjoy a day of good music, good food and
good vibes at the Everyday People brunch

#AuNaturaleEveryday



Dark & Lovely Au Naturale
Style Suite open 1pm-3pm

- Enjoy our complimentary signature cocktail
- Meet & mingle with Everyday People hosts: Roblé, Saada & DJ Moma
- Get tips & tricks on trending natural hairstyles, plus more

Stay InstaFabulous & follow us
@OFFICIAL_DARKANDLOVELY & @EVERYDAYPLNYC



Invites

Dark and Lovely Au Naturale & Everyday People

Are teaming up to bring you the hottest brunch and Style Suite

JUNE 29TH 2014
UNTITLED, CHICAGO

Style Suite open 1pm-3pm



- Enjoy our complimentary signature cocktail
- Meet & mingle with Everyday People hosts: Roblé, Saada & DJ Moma
- Get tips & tricks on trending natural hairstyles, plus more

**Brunch seating limited, please register soon.*

RSVP at iamdarkandlovely.com/everydaypeople with keyword "bold"



After the Style Suite,
Enjoy a day of good music, good food and good
vibes at the Everyday People brunch with live
performance by Tweet!



Stay InstaFabulous & follow us
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#AuNaturaleEveryday



Dark and Lovely Au Naturale & Everyday People

Are teaming up to bring you the hottest brunch and Style Suite

JUNE 29TH 2014
UNTITLED, CHICAGO

Press preview from 12pm-12:45pm



- Style Suite opens to all guests at 1pm
- Press RSVP includes 1pm brunch reservation time.

RSVP to lclements@bratskeir.com



After the Style Suite,
Enjoy a day of good music, good food and good
vibes at the Everyday People brunch with live
performance by Tweet!



Stay InstaFabulous & follow us
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#AuNaturaleEveryday

*Special Edition
Press Invite*



Social Media Posts



Floor Cling 1

By entrance



— *Selfie* —
SNAP SPOT

Are your curls ready for this?
**THE PARTY STARTS
RIGHT HERE.**

#AuNaturaleEveryday

Dark
Lovely **AU**
NATURALE
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Floor Cling 2

Under lights in main room



— *Selfie* —
SNAP SPOT

THIS LIGHTING IS
*drenching your curls
in shimmer.*


#AuNaturaleEveryday



Floor Cling 3


By bar




— *Selfie* —
SNAP SPOT

Not even waiting for a cocktail
COULD BRING THESE
CURLS DOWN.

#AuNaturaleEveryday

 
NATURALE
Style Suite

Floor Cling 4

In women's restroom



— *Selfie* —
SNAP SPOT

THE MIRROR IS SPEAKING,
and it says flaunt your curls!

#AuNaturaleEveryday



NATURALE



Step and Repeat



Welcome Banner



Brand Ad Posters

We are Dark and Lovely

Dark and Lovely **AU** **NATURELE** **new**

be bigger than breakage.
flaunt longer CURLS.

No sulfates.
 No mineral oil.
 No parabens.

anti-breakage STRENGTH RESTORING CONDITIONER
 anti-breakage ROOT-TO-TIP MENDER
 anti-breakage TENSION RELEASE HAIR WASH
 SUPER SOFTENING HAIR BUTTER

HAIR THAT THRIVES CAN GROW UP TO 4 INCHES A YEAR.**
 ANTI-BREAKAGE RECIPES, WITH GUARANA ROOT AND HONEY, HELP
 NURTURE AND REPAIR FOR ROOT-TO-TIP CURL DEFENSE.
 MEASURE YOUR STRENGTH.

SOFTSHEEN/CARSON LABORATORIES

#LovelyCURLS
 @official_darkandlovely

**Based on study of hair growth. Individual results may vary. © 2014 SoftSheen-Carson LLC

Tweet Signage

Dark and Lovely AU
NATURALE
· Style Suite ·

DON'T MISS A LIVE PERFORMANCE BY
Tweet
IN THE STYLE SUITE AT 1:45PM

tweet

Branding behind Tweet and DJ



NATURALE
anti-breakage



Table Tent – Style Suite



Dark and Lovely AU NATURELE
Style Suite

Welcome to the Dark and Lovely® Au Naturele
Style Suite!

Don't forget to enjoy our complimentary cocktail!

Hey Honey
Cognac
Pineapple Juice
Honey
Ginger Simple Syrup
Fresh Lemon Juice
Pomegranate Seed Garnish

Complimentary cocktails provided in the Style Suite only.

Stay InstaFabulous & follow us
@Official_DarkandLovely & @everydayppnyc

Dark and Lovely AU NATURELE | EP

Table Tent – Brunch



Dark and Lovely **AU**
NATURALE
Style Suite

Hey Honey, you look good!

Dark and Lovely® Au Naturale & Everyday People
have created a cocktail just for you.

Say hello to the
Hey Honey
Cognac
Pineapple Juice
Honey
Ginger Simple Syrup
Fresh Lemon Juice
Pomegranate Seed Garnish

\$12.00 served today only

Stay InstaFabulous & follow us
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Dark and Lovely **AU** | **EP**
NATURALE

Consultation Card



Be naturally fabulous, everyday!

NAME: _____

My hair is (circle one): _____


(1) Straight (2) slight wave (3) wavy (4) loose curls
 (5) medium curls (6) tight curls (7) coiled (8) tightly coiled

1	2	3	4
			
5	6	7	8
			

Au Naturale Regimen: _____
 Always start with Tension Release Shampoo & Conditioner

Next, _____

Naturally Glam Essentials


Anti-Breakage	<input type="checkbox"/>  Tension Release Hair Wash	<input type="checkbox"/>  Strength Restoring Conditioner	<input type="checkbox"/>  Root to Tip Mender	<input type="checkbox"/>  Super Softening Hair Butter
Anti-Shrinkage	<input type="checkbox"/>  Bond Gentle and Sulfate-free Wash	<input type="checkbox"/>  Hydrating Soak Shampoo	<input type="checkbox"/>  Cleansing Conditioner a la Creme	<input type="checkbox"/>  Heat Protect Conditioner
	<input type="checkbox"/>  10-in-1 Styler Gel	<input type="checkbox"/>  Cool Moisturizing Soak	<input type="checkbox"/>  Heat Softening Cream Glaze	<input type="checkbox"/>  Super Softening Hair Butter

Product Benefit Signs


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Anti-Breakage Line

The Au Naturale Anti-Breakage recipe with Guarana Root and Honey

 *Guarana Root*

Hair gets tired too! Guarana Root, a perennial shrub found in Brazil, is infused with caffeine and works with other ingredients in the Anti-Breakage formula to stimulate hair growth and give your scalp a sassy wake up call.

 *Honey*

Honey keeps hair happy. Our Anti-Breakage line is infused with honey to lock in moisture at the root. The high sugar content hydrates hair, while softening cuticles and providing a sweet shine and luster to your locks.

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Anti-Shrinkage Line

The Au Naturale Anti-Shrinkage recipe with Mango Oil and Bamboo Milk

 *Mango Oil*

Mango keeps curls looking juicy fresh. The Mango seed is ripe with natural properties to keep hair happy and healthy. When used with our Anti-Shrinkage formula, the Mango's fatty acids serve as an emollient to lubricate dry fragile hair.

 *Bamboo Milk*

Derived from bamboo leaves, Bamboo Milk is rich with proteins. When infused into our Anti-Shrinkage recipe it helps hair retain moisture and give curls long-lasting definition.

Product Description Cards



Social Media Photo Border



Offer Pop Header



CHICAGO BRUNCH & STYLE SUITE
#AuNaturaleEveryday
06.29.2014

Swag Bag



Swag Bag Insert



Dark and Lovely ^{and} AU **NATURALE**
Style Suite

Dark and Lovely® Au Naturale + Everyday People want to thank you for stopping by the Au Naturale Style Suite.

We hope you've enjoyed yourself today!

Please enjoy our complimentary Au Naturale products and goodies.

P.S. We wish you sweet dreams on your new silk pillowcase!

Dark and Lovely ^{and} AU **NATURALE** | EP

Stay InstaFabulous & follow us
 @Official_DarkandLovely
 & @everydayplchi



Dark and Lovely® Au Naturale & Everyday People
want you to take your Honey home.

Hey Honey

1 fl oz	Cognac
2 fl oz	Pineapple Juice
1 1/2 tsp	Honey
1 1/2 tsp	Ginger simple syrup
1/2 tsp	Simple syrup
1/2 Tbsp	Fresh lemon juice

Mix all ingredients together until honey and sugar are dissolved. Add ice into a rocks glass and pour over ingredients.
 Garnish with pomegranate seeds.

Pillowcase



Pillowcase Sticker



THANK YOU