

EVENT REPORT 08.12.09 12:36 PM

Island Lifestyle

Malibu Rum's alfresco party with nonprofit org Reef Check channeled a tropical island lifestyle—even on a chilly night in Beverly Hills.

Weather is beyond the control of even the most skillful event planner. And organizers of Malibu Rum's event to fete its partnership with coral reef protection nonprofit organization Reef Check ended up with the first cool, cloudy night Los Angeles has seen in weeks as the backdrop for their island-inspired, mostly alfresco party. Nevertheless, the event around the pool of a Beverly Hills manse conjured the feel of a tropical paradise, even as swimsuit-clad models edged ever closer to the nearest heat lamp.

A Pernod Ricard USA team including PR manager for spirits Sarah Bessette and associate manager for event marketing Lauren Rinkey tapped [Luxury Management Group](#) to manage the event, who in turn worked with [ESE Lifestyle](#) to plan and design the party—which channeled a relaxed lifestyle from the get-go: At the check-in table, female guests could scoop up orchids attached to hair barrettes to accessorize their outfits, and directly behind, water streamed down the face of a logood press wall.

Actress Anna Faris hosted the event, which promoted the partnership between the beverage brand and the nonprofit, who teamed up to raise awareness for Reef Check's mission of protecting coral reefs around the world.

Smart-looking details included tables topped with decor pieces made from orchids and faux coral. Tiki-inspired furnishings surrounded the pool, in which LEDs illuminated signage depicting Malibu's colorful bottle—a limited-edition release in honor of the partnership with Reef Check.

Malibu bottles stood atop pedestal candlesticks on a bar, from behind which a bartender in swim trunks poured Malibu-based tropical drinks. Cocktails included the "Reef Check Refresher" (Malibu coconut rum and lemon-lime soda, with a garnish of lime wheel and coconut) and the "Malibu Surf Shooter" (Malibu, Absolut vodka, cranberry juice, club soda, and a lime twist).

DJ Zen Freeman spun from behind a booth decorated with surfboards, and Lucite cutouts in surfboard shapes backed an area behind the models. ESE Lifestyle owner Eli Soto Jr. described the whole look as "chic and modern with a relaxed feel, [including] vivid multicolor tones inspired by the bottle, balanced with natural, earthy elements"—a decor scheme, you might say, that transported guests to somewhere warmer for the evening.

—Alesandra Dubin

MALIBU RUM AND REEF CHECK PARTY

Bar BarTime

Catering Pink Salt Event Cuisine

Design Elements Rivre Works Inc.

Design Elements Cosmos Neon

Design, Planning ESE Lifestyle LLC

Flowers Samuel P. Flowers & Events

Graphics Creative Graphic Services

Lighting Lighten Up Inc. ★

Management, PR Luxury Management Group

Models 200 Proof Bartenders

Parking Premiere Valet

Rentals Classic Party Rentals

Security Champion Personal Services