

25  
YEARS  
OF

WHAT GOES AROUND  
COMES AROUND

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CHRISTIE'S

Christie's x What Goes Around Comes Around  
25th Anniversary Auction Preview  
*BEVERLY HILLS*

21 AUGUST, 2018

## EVENT OVERVIEW

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### About:

In conjunction with the 25th Anniversary of What Goes Around Comes Around, we are partnering with Christie's Auction House on a first-of-its-kind dedicated auction in the US market, which will include 150 of the most incredible pieces from WGACA's unrivalled luxury vintage collection. The selection will range from handbags & accessories, to ready-to-wear, to incredibly rare objets d'art, and will feature items from some of WGACA's top celebrity clients as well.

To celebrate this iconic partnership, WGACA x Christie's will launch a robust multi-channel marketing & press strategy, as well as host a series of events leading up to the live auction during New York Fashion Week in New York City on September 18, 2018. The first installment kicked off in Beverly Hills with a celebration that included guests such as Kim Kardashian, Ellen Pompeo, Kathy Hilton, Draya Michele and Jhene Aiko.

### Objectives:

- Position WGACA as the leading purveyors of luxury vintage.
- Generate brand awareness, leads, sales around the Christie's Auction.
- Engage with local tastemakers and promote WGACA as part of an influential community.
- Cultivate VIP and new client relationships.





## THE HOSTS: TINA CRAIG

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Tina Craig is the founder and CEO of one of the internet's first and most influential fashion blogs. Launched in 2005, BagSnob – as the name suggests – started out with a focus on the fascinating world of luxury handbags, but since then has expanded out to include a full spectrum of luxury lifestyle subjects.

Over the past 13 years Craig has also become a successful brand ambassador, luxury consultant and founder of influencer agency Estate Five.



## THE HOSTS: ERICA ZOHAR

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Erica Wertheim Zohar is an entrepreneur, philanthropist, and a connector. She first started American Groove, Inc., her women's and children's sportswear and private label clothing manufacturing company in 1995, at the age of 23. Serving as the company's CEO, she grew the company's brands to be sold in nearly 1,000 retail outlets, and manufactured for some of the country's largest retailers.

Zohar is Contributing Editor to Town & Country Magazine, and a Director of her family's foundation, The Dr. Herbert and Nicole Wertheim Family Foundation.







## THE HOSTS: ASHLEE MARGOLIS

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Ashlee Margolis (*pictured left, with Tina Craig*) founded The A List in 2001 and has grown it into one of the most renowned talent procurement and celebrity dressing agencies in the entertainment industry today. Margolis oversees all aspects of The A List's business, focusing on creating long-lasting and meaningful strategic partnerships by pairing top brands with leading talent, causes and charities.

Margolis has built a vast database that enables her to curate guest lists for everything from intimate influential dinner parties to larger events around awards season, festivals, Fashion Week and more.



## THE STORE

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The interior presentation represented the auction in its totality, highlighting key pieces from the four auction collections: Athletic, Prints, Glam and Travel.

Mannequins highlighted Chanel, Versace, YSL and Jean Paul Gaultier looks representing a breadth of the auctions offerings

The VIP room was a curated selection of exotic and rare Hermès Kellys and Mini Kellys.







## VISUAL MERCHANDISING

The windows featured key athletic and travel pieces from the auction. The window mirrored the design to be featured in the auction space, as well as the Christie's catalog.

Cases featured rare and exotic Hermes and a preview of the Travel and Music selection from the auction. The Music preview included Chanel exotics and jewelry from Chanel's Spring / Summer 2004 runway. The Travel selection included exotic Hermes and limited edition Chanel.









## REFRESHMENTS

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Libations were provided courtesy of Casamigos, who provided two delicious cocktails - the Casa Paloma and the Casamigos Margarita Light.

Perrier-Jouët kept the bubbles flowing, with endless bottles of Grand Brut served in their chic champagne coupes.





GUESTS: KIM KARDASHIAN

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GUESTS: ELLEN POMPEO

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GUESTS: JHENE AIKO

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## GUESTS: STEPHANIE SHEPARD

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*Pictured right, with Kim Kardashian.*





GUESTS: DRAYA MICHELE

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GUESTS: KATHY HILTON

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# TOP PRESS COVERAGE

FASHION > CELEBRITY STYLE

## Kim Kardashian West's Latest Look? Latex Barbie, Of Course



AUGUST 22, 2018 5:22 AM  
by EDWARD BARSAMIAN



Photo: Backgrid



First it was a custom Yeezy minidress worn to sister Kylie's 21st birthday, then it was a Chanel playsuit sported aboard a yacht in Miami, and last night in Los Angeles, Kim Kardashian West channeled her latest pink avatar: latex Barbie. Kardashian West continued to champion '90s-era bold color and donned a body-skimming vintage Versace dress to the 25th anniversary celebration of What Goes Around Comes Around co-hosted by Christie's, which the television star amped up with kitschy accessories.

Kardashian West's latest look falls within her stylistic wheelhouse—on Saturday, joined by husband Kanye West, the beauty entrepreneur wore a custom Aitsuko Kudo neon green latex dress to 2 Chainz's wedding—however last night's look honed in on the sultry vibes with a more girlish slant.

Like her sister Kylie, Kardashian West accessorized with a blingy bag—Judith Leiber's French Fry-shaped clutch. Kardashian West has made it known she's a fan of McDonald's, and the clutch was a playful nod to that, while clear Yeezy heels grounded the look with a clean and barely there finish.

VOGUE.COM  
UVPM: 6,599,187  
View full article [HERE](#)

## #TheLIST Best Dressed: August 23, 2018

Vote on your favorite looks of the week.



By Chrissy Rutherford Aug 24, 2018

404



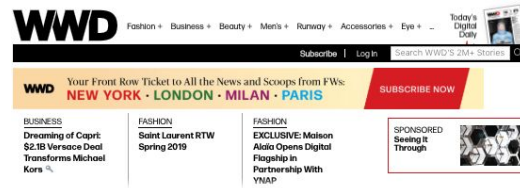
Kim Kardashian

in vintage Versace at the What Goes Around Comes Around Party [SHOP](#)



HARPERSBAZAAR.COM  
UVPM: 8,778,397  
View full article [HERE](#)

# TOP PRESS COVERAGE



EYE / PARTIES

## Kim Kardashian Toasts What Goes Around Comes Around's 25th Anniversary

The retailer previewed items set for auction at Christie's next month.

By Marcy Medina on August 22, 2018



Gerard Malone, Kim Kardashian and Seth Weisser at What Goes Around Comes Around's 25th anniversary party in Beverly Hills on Aug. 21. Chelsea Lauren/WWD/REX/Shutterstock

Anytime there are vintage Hermès crocodile bags for sale it qualifies as an event in Beverly Hills. But Tuesday night's 25th anniversary party for luxury vintage retailer What Goes Around Comes Around upped the ante, as a selection of items on display will go on the block at Christie's on Sept. 18 and Kim Kardashian made an appearance to celebrate.

The event at WGACA's Beverly Hills boutique also drew Jheri Alko, Ellen Pompeo, Kathy Hilton, Becca Tilley, Draya Michele and Steph Shep, but all eyes were on Kardashian, bobbed, tan and sveit, wearing a vintage pink sleeveless Versace minidress, which she accessorized with a Judith Leiber Couture "French Fries Rainbow" clutch and Vezy Season 3 PVC pumps.

ADVERTISEMENT

"Where did the time go?" said WGACA cofounder Gerard Malone. "We've kind of never worked harder in our lives. We have such a wide cross section of clients from 20 to 80 years old and celebrities and socialists, but people love us because we offer something that's different from anything out there."

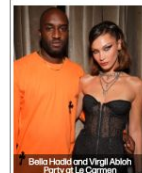
Added cofounder Seth Weisser, "It's part of why we've lasted 25 years and the next step is how do we push it forward? With the collaboration with Christie's and a new store on Madison Avenue." The new store will join the original SoHo warehouse that opened in 1993, along with East Hampton and Roslyn, N.Y., locations, plus Miami's South Beach.



Gerard Malone, Kim Kardashian and Seth Weisser at What Goes Around Comes Around's 25th anniversary party. Chelsea Lauren/WWD/REX/Shutterstock



LATEST GALLERIES



Kim Kardashian, bag detail-  
What Goes Around Comes Around party, Los Angeles, USA - 21 Aug 2018 Chelsea Lauren/WWD/REX/Shutterstock

"We thought it would be good to partner with Christie's because they've been expanding and helping grow the younger space. Our years of fashion curation provide what their customers are accustomed to from Hermès, and we mixed that with the best of Chanel, Louis Vuitton and RTW that they've never even touched. Pieces from Versace, Gaultier and iconic moments to evolve the fashion perspective for their clients," Weisser said.



Highlights of the sale include: Hermès Rouge Impérial Porosus Crocodile Lisse Kelly Sellier Bag, Philippe Barland x Chanel Limited-Edition Blue Carbon Surfboard, Hermès Vert Celadon Alligator Lisse Kelly Sellier Bag, Hermès Yannick Manier 30's Bag, Monster x Chanel Black Quilted Adjustable Headphones and a customized Rolling Stones Leather Jacket hand-painted by Charlotte Watts — Charlie Watts' granddaughter — for the 2016 Rolling Stones Exhibitionism launch. It is one of two made and was owned by Tommy Hilfiger.

The goods will be on display in Beverly Hills until Aug. 27, followed by a New York preview run Sept. 7 to Sept. 17 in conjunction with New York Fashion Week.

"Some people can be intimidated buying from an auction, but they are very comfortable buying from the secondary market from brands like WGACA, so this is really opening up a new audience for us," said Caitlin Donovan, vice president and head of sales for Christie's handbags and accessories department, the youngest and only female-centric department at the legendary auction house.

WWD  
UVPM: 1,489,750  
View full article [HERE](#)



# TOP PRESS COVERAGE



Michael Kovac

5/13 Kim Kardashian West attends Christie's x What Goes Around Comes Around 25th Anniversary Auction Preview at What Goes Around Comes Around in Beverly Hills, California.

WMAGAZINE.COM  
 UVP: 61,494,625  
 View full article [HERE](#)

STEVE MADDEN SUES YSL, KIM KARDASHIAN'S  
 FRENCH FRY BAG



Steve Madden is suing YSL for threatening to sue Steve Madden (The Fashion Law)  
 An unexplained — and highly controversial — case involving Steve Madden is being litigated in court. The case involves the French luxury brand YSL, which is suing Steve Madden for allegedly copying its design. The case is being litigated in court, and the outcome is uncertain.



Kim Kardashian Preview What Goes Around Comes Around's Auction in Beverly Hills  
 Last night the vintage boutique What Goes Around Comes Around celebrated its 25th anniversary by previewing its upcoming Christie's auction. Kim Kardashian was one of the celebrities, posing alongside the store's owner, Michael Kovac.



FASHIONWEEKDAILY.COM  
 UVP: 140,618  
 View full article [HERE](#)

# TOP PRESS COVERAGE

## CR'S CHIC LOOK OF THE DAY

YOUR DAILY DOSE OF FASHION INSPIRATION FROM OUR FAVORITE GIRLS

AUG 22, 2018



**Eukanuba**  
BALANCED PROTEIN & FAT  
FOR PEAK CONDITION

FEED THEIR P



1 OF 141

### KIM KARDASHIAN

The SLIGHTLY SUPERSTITIOUS CR STAR knows vintage Versace is always good luck. She wore a pink minidress by the Italian brand to preview the What Goes Around Comes Around 25th anniversary auction on Tuesday.

GETTY IMAGES / CHRISTOPHER POLK

CRFASHIONBOOK.COM  
UVPM: 60,148  
View full article [HERE](#)



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## PARTY PICS: HOLLYWOOD

PARTY PICS: HOLLYWOOD

### WHAT GOES AROUND COMES AROUND

Kim Kardashian celebrates the premier luxury vintage retailer's 25th anniversary with Perrier-Jouët in a Versace dress.

Michael Kovac/Getty Images for What Goes Around Comes Around



EONLINE.COM  
UVPM: 23,928,708  
View full article [HERE](#)



# TOP PRESS COVERAGE

## Want Some Fries with That? Kim Kardashian Pairs Versace with Couture Fast Food-Inspired Bag



EMILY ZAUMER August 22, 2018 08:26 AM

Kim Kardashian West stopped by the drive-thru to grab an off-the-menu item before hitting the red carpet on Tuesday night.

The 37-year-old continued her recent trend of tight and bright attire at the 25th anniversary celebration for vintage retailer, What Goes Around Comes Around, in Beverly Hills, pairing her vintage Versace mini with a crystal-covered carton of fries.

Kardashian West's bag was far from fast food though. The rainbow clutch is Judith Leiber Couture.

She also paired the look with a pair of black shades, and Yeezy Season 5 Pvc pumps. Her hair was short once again, styled in a sleek, shoulder-length bob.



Michael Elins/Getty

Kardashian West has a penchant for bold attire these days — and a source previously told PEOPLE that the reality star's recent fashion statements represent a new chapter for her two years after she was robbed at gunpoint in Paris and adjusted her appearance.

**RELATED: 9 Surprisingly Chic Neon Pieces to Add to Your Fall Wardrobe**

"She was toned down and out of the public eye after the robbery, but eventually she realized she needs to live her life," the source said. "She has fun with fashion and style, and yes, it's part of her image — to be glamorous and push boundaries. So she's going to do it."

PEOPLE.COM  
UVPM: 43,500,570  
View full article [HERE](#)

LEGAL

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## HOT PICS

# Hot Pics

By Us Weekly Staff 1 hour ago



Getty Images

28748 / 28747



## Pretty, Pretty Pink

Kim Kardashian attended Christie's x What Goes Around Comes Around 25th Anniversary Auction Preview in Beverly Hills on Tuesday, August 21.

USMAGAZINE.COM  
UVPM: 26,141,722  
View full article [HERE](#)

# TOP SOCIAL COVERAGE: INSTAGRAM



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96,198 views  
AUGUST 22



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208,633 views  
AUGUST 22



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154,439 views  
AUGUST 22

JHENE AIKO  
@jheneaiko  
Followers: 6.5M



# TOP SOCIAL COVERAGE: INSTAGRAM



**bagsnob** • Follow  
Beverly Hills, California

bagsnob Fab evening celebrating @whatgoesaroundnyc 25th anniversary auction @christiesinc and my birthday with friends in LA!! 🥳 Thank you all for making me feel so loved ❤️ apologies in advance for the barrage of posts but it's MY BIRTHDAY and I'm gonna 🎉!!!! (More in my highlights!) #tinabirthdaymonth

Load more comments

jazarreola She always look so good♥♥♥♥

cristi.amalia.g! Everyone looks great!

lara\_jcr Happy birthday! 😊

bag.a.bag.shop 🙌🙌

mafergonzalez26 | LOVE YOU BOTH, you are incredible girls I love seeing you both together

karoriverak Omg!! 😍

andrea... 🌟

11,914 likes

AUGUST 22

Log in to like or comment.



**bagsnob** • Follow  
Beverly Hills, California

bagsnob How to look skinny without dieting: get you a vintage YSL corset and skirt (just try not to breathe). 😊 Special thank you to @thepeninsulabh for the super extra birthday bonanza dinner and to my co-hosts @thealist and @miami2la of @whatgoesaroundnyc 25th anniversary party! #tinabirthdaymonth

Load more comments

bagsnob @karinejoret 🙏

bagsnob @stylishsheba Is imperative post pregnancy to help suck everything back in, I wore a Japanese corset for months!

bagsnob @joycegoss Thank you!

bagsnob @kimoraleesimmons 🙏 Thank you, mama!

bagsnob @jmwanguo 🙏

alison.condor :- ) :- )

6,982 likes

AUGUST 23

Log in to like or comment.

TINA CRAIG  
@bagsnob  
Followers: 394K

# TOP SOCIAL COVERAGE: INSTAGRAM



 **drayamichele** • Follow

drayamichele Vintage @dior and @lacebytanaya for @whatgoesaroundnyc last night.

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sick\_man57 @dache\_gid 🤔🤔🤔🤔

hasib.khan43 Hello

rozay\_brazil GODDESS FEET GODDESS

rozay\_brazil I LOVE GODDESS

rozay\_brazil GODDESS DRAYA

rozay\_brazil GODDESS DRAYA FOR LIFE

rozay\_brazil I LOVE YOUR FEET GODDESS

mr.graveheart NEW FREESTYLE!!!! LINK IN BIO!!!! SOUNDCLLOUD - SAVI SINS!!❤️❤️

#hiphop #hiphopmusic #rap #rapper #trap #pop #ygy #drake #lilskies #liluzivert #adam22 #nojumper #xxl #lilxan #jcole #vegas #la #newyork #boston instagood

❤️ 💬 ↗️


**33,560 likes**

AUGUST 22

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DRAYA MICHELE  
@drayamichele  
Followers: 6.7M



 **kristennoelcrawley** • Follow

kristennoelcrawley Last night @whatgoesaroundnyc ☐

Load more comments

itsjamestv Yasssss

nydairrouse 🤔

brandon\_mcgee\_ ☐

avereonlineshop Nice look ☐♥

collette\_emily Yessss girl

wearingvandy angle goals

the\_anhho Yesss queen 🤔🔥

naamaamir\_ ☐

amandasavinon you are a doll fam

colourbabyy Wow 🤔🤔🤔

cookiesviews 🤔

djkennybrian 🤔

snohaalegra 🤔🤔🤔

❤️ 💬

**23,228 likes**

5 DAYS AGO

Add a comment...

KRISTEN NOEL CRAWLEY  
@kristennoelcrawley  
Followers: 292K



# TOP SOCIAL COVERAGE: INSTAGRAM STORIES



KIM KARDASHIAN  
@kimkardashian  
Followers: 116M



TINA CRAIG  
@bagsnob  
Followers: 394K



CHLOE BARTOLI  
@chloebartoli  
Followers: 120K



LEONOR VARELA  
@la\_leovarela  
Followers: 353K



# TOP SOCIAL COVERAGE: INSTAGRAM STORIES



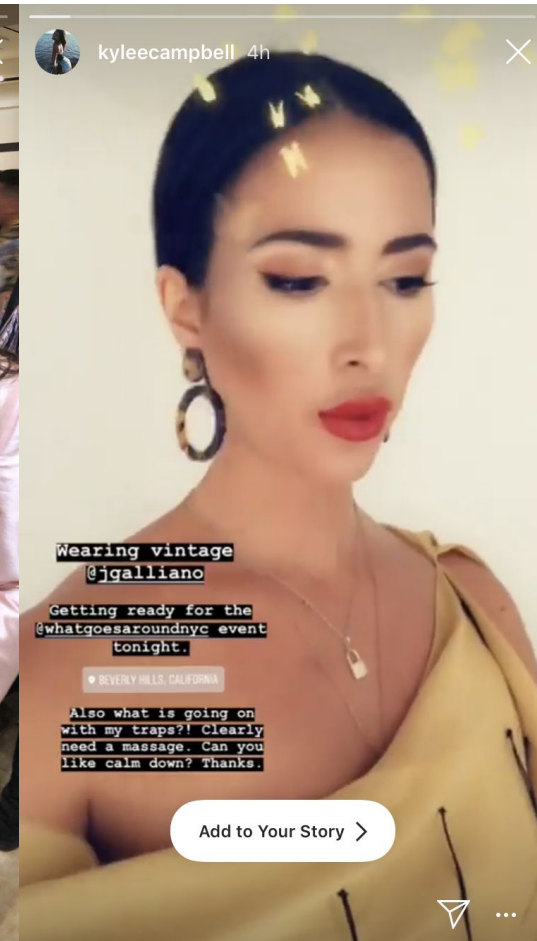
CARLY STEEL  
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Followers: 103k



ZIZI DONOHOE  
@zizidonohoe  
Followers: 30.2k



MARGAUX BROOKE  
@margauxbrooke  
Followers: 88.1k



KYLEE CAMPBELL  
@kyleecampbell  
Followers: 53.9k





# WGACA: EDITORIAL

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## SEE INSIDE WGACA'S 25TH ANNIVERSARY AUCTION PREVIEW IN BEVERLY HILLS



Nearly 400 people attended the exclusive preview party for our 25<sup>th</sup> Anniversary Auction last night at our Beverly Hills store. Our west coast fans and celebrity clients got to see in person some of our most elusive luxury finds before the live auction on September 18th at Christie's in New York. The auction includes more than 200 rare collectibles, iconic runway pieces, and novelty accessories. Select auction items will be on display now through August 27<sup>th</sup> in Beverly Hills. See who attended our star-studded event below.



KIM KARDASHIAN WEST



CO-FOUNDERS SETH WEISSER & GERARD MAIONE WITH KIM KARDASHIAN WEST



CO-FOUNDER SETH WEISSER, HOSTS A-LIST PR FOUNDER ASHLEE MARGOLIS, PHILANTHROPIST & EDITOR OF TOWN & COUNTRY MAGAZINE ERICA ZOHAR, CHRISTIE'S HANDBAG SPECIALIST CAITLIN DONOVAN, BAG SNOB CO-FOUNDER TINA CRAIG, AND WHAT GOES AROUND COMES AROUND CO-FOUNDER GERARD MAIONE

View full blog post [HERE](#)



# WGACA: INSTAGRAM POSTS



WHAT GOES AROUND COMES AROUND  
@whatgoesaroundnyc  
Followers: 140K

# RESULTS

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## PRESS:

870,191,441+ media impressions

## SOCIAL:

- 25+ Instagram posts
  - Including [Bag Snob](#), [Draya Michele](#), [Kristen Crawley](#), [Mary Lou Bartoli](#) and [Zizi Donohoe](#)
- 150+ Instagram stories
  - Including [Kim Kardashian](#) and [Chloe Bartoli](#)
- 1,000,000,000+ impressions

## WGACA SOCIAL:

- Gained 3k+ followers
- 14 Instagram stories
  - 13k - 11k views per story
  - 150k combined views
  - 500 actions
- 1 Instagram post
  - 4k likes
  - 200k impressions
  - 200k reach
  - 46 comments
  - 308 saves
  - 154 website clicks
  - 82% weren't already following