

# BIZBASH

## Florida

EVENT REPORT 05.29.08 12:43 PM

Miami Gets "Carried" Away

*Ocean Drive* magazine geared up for the release of the new *Sex and the City* movie with a tribute party at O restaurant and lounge on Lincoln Road.

S.A.T.C. were the letters to know on May 17 as guests flocked to O Grill & Lounge on South Beach to the "Get Carried Away"-themed party gearing up for the release of *Sex and the City: The Movie* tonight. *Ocean Drive* magazine, TEKK Events, and Forever Events worked together with 3B Productions to transform the venue with memorable scenes from the famed television series.

A limo, courtesy of [Aventura Limousines](#), was parked outside O and adorned with red balloons in homage to Mr. Big's trademark ride and the birthday balloons he gave Carrie in season four. Models dressed as sailors-acknowledging the New York Fleet Week episode-passed out sailor hats and greeted guests as they arrived. Inside, the walls of the restaurant/lounge were punctuated with famous quotes from the show such as Carrie's "I like my money right where I can see it...hanging in my closet."



Vignettes representing each of *SATC*'s main characters were set up throughout the space. For Carrie, Innerspace Custom Storage and Intermix boutique recreated her much-beloved closet complete with a wall of designer shoes courtesy of Jimmy Choo. A fetish area of boas, whips, lingerie, and more, courtesy of Pleasure Emporium and EA Lingerie, was set up in tribute to the sexy Samantha, while Fendi Casa designed a replica of Mr. Big's bedroom in another area of the venue. Conair and Lancome also contributed its beauty expertise to the event with a make up station and special bathroom display.

In yet another unique design element honoring the series' most memorable episodes, Diane Cooks Inc. provided cookies reading "I love you," just like the one Robert gave Miranda to profess his love for her in season six.

As *SATC* episode, or party, wouldn't be complete without cocktails, Skyy Vodka and Knightshead Beer provided libations for guests to enjoy throughout the night. —*Channing Muller*