

# HEARST *magazines*

\*\*\* POST MEDIA ALERT \*\*\*

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**FASHION ICON ISABELLA ROSSELLINI HONORED BY  
THE ITALIAN TRADE COMMISSION, *ESQUIRE*,  
*HARPER'S BAZAAR* AND *TOWN&COUNTRY* MAGAZINES**

***Cocktail Event Celebrates New 'Made in Italy' Campaign***

**WHAT:** The Italian Trade Commission-ICE presented the first-ever “Life in I Style Icon Award” to Italian-born actress, model and entrepreneur **Isabella Rossellini** on Wednesday, January 23, in recognition of Ms. Rossellini’s personal contribution to the promotion of Italian style throughout her career. The ceremony took place at a cocktail party hosted by Hearst Magazines titles *Esquire*, *Harper’s BAZAAR* and *Town&Country* to launch the Commission’s “Made In Italy” advertising campaign, in which Ms. Rossellini appears.

**WHO:** **Isabella Rossellini**; **Ambassador Umberto Vattani**, President of the Italian Trade Commission-ICE; Hearst Magazines EVP/Chief Marketing Officer/Publishing Director **Michael Clinton**; *Esquire’s* Editor-in-Chief **David Granger**, *Esquire* VP/Publisher **Kevin C. O’Malley**; *Harper’s BAZAAR* SVP/Publisher **Valerie Salembier**; *Town&Country* Editor-in-Chief **Pamela Fiori**; and *Town&Country* VP/Publisher **Jim Taylor**. Also in attendance: actor **Alan Cumming**, designer **Liz Lange**, Serafina’s **Vittorio Assaf**, **Giorgio Canali** as well as many others.

The Italian Trade Commission-ICE is the Italian government agency entrusted with the development, facilitation and promotion of trade between Italy and countries throughout the world.

\*\*\* **PHOTO OPPORTUNITIES AVAILABLE** \*\*\*

**WHEN:** **WEDNESDAY, JANUARY 23**  
**\*\*5:30 PM – Press check-in**  
**\*\*6:30 PM – Arrivals, event begins**

**WHERE:** **HEARST TOWER**  
300 West 57<sup>th</sup> Street, 44<sup>th</sup> Floor  
(Eighth Ave. between 56<sup>th</sup> & 57<sup>th</sup> Sts.)

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\*\*\* **ALL PRESS MUST RSVP TO ATTEND** \*\*\*

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