

# THE ENVELOPE

THE AWARDS INSIDER

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## Image

In addition to the Grammy Talent Lounge presented by Kinerase, there's the most coveted Grammy Gift Bag coordinated by Distinctive Assets.

The exclusive Grammy Gift Bag, sponsored by Sennheiser Electronics, overflows with items from companies such as River Bend Candle Company, Jimmyland Corporation, Tozzi, The Sports Club/LA, N8B, Cuba Beverages, 3121 Fragrance Inspired by Prince, Kilo Kai Spiced Rum, Politeed, TESHUB, Keggy, ColorOn Professional, Be! Products, Bling Yourself, The Sisterhood Boutique, Magical Voice Productions, Grant Dawson Collections, AG Hair Cosmetics, Skinny Water, Pacific Dental Care, Nutrifit, Sennheiser Electronics, and many more.

"It's gratifying to be part of this milestone event since Distinctive Assets and the swag industry, as it is now known, were launched at the Grammys eight years ago," reports Lash Fary, CEO of Distinctive Assets. "This year we endeavor to outdo ourselves in honor of the Grammys 50th anniversary. From basics and returning favorites, to novelty and luxury items, we pulled out all the stops to dazzle the talent with fabulous gifts."

The Grammy Talent Lounge (designed by J. Gatsby Events), presented by Kinerase and featuring Xbox Rock Band, opened for rehearsals before the big awards event. Presenters and performers had the opportunity to scoop up gifts such as designer eyewear from Solstice Sunglass Boutique, guitars from Gibson, and iPod accessories from iHome.

Watches from Croton Watch, vodka from Snow Queen, flight and road cases from Procasa, gemstone cosmetics from Rituals Cosmetics, handbags from The Sak, custom game sets from Drawknife Billiards, the Soundcage from Sonomax, Brazilian sandals from Havaianas, commemorative jackets from Dickies, bed linens from Bellora Hospitality, accessories from CECELIA, jeans from Anarchy Denim, Xbox's newest game Rock Band, and much more.

In addition, each star received a gift set from Kinerase, featuring Kinerase Cream for improving skin tone and the appearance of aging and sun damage. Great for the rock'n'rollers who want to stay forever young-- just like the Beatle's timeless music heard "Across The Universe." Rock on!

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