



CATEGORIES: advertising, media, public relations

OVERVIEW: Hired to provide marketing, promotion, and public relations for private benefit reception and luxury pop-up store in downtown Los Altos.

RENOWNED GLOBAL STYLIST

JASON CAMPBELL AND

**CLOSET HQ BRING YOU A WORLDWIDE CURATED
COLLECTION OF LUXURY CLOTHING,
HANDBAGS, AND ACCESSORIES**

242 STATE ST
DOWNTOWN LOS ALTOS

Private Cocktail Reception

benefiting The San Francisco 49ers Academy

Monday, May 5, 6 to 9pm

Light Hors d'oeuvre . Champagne . Valet Parking

Kindly RSVP by May 3 - 650.209.7863 / assistant@closethq.com

pop-up and pop-in

Collection pop-up will be open for preview and purchase
Tuesday, May 6 through Sunday, May 11, noon to 7pm, in
the 242 State Street Space

Closest HQ is a private platform for digitizing closets for styling by Jason Campbell



poster



e-mail campaign

Private VIP Preview Party to meet LA fashion stylist Jason Campbell! [View this email in your browser](#)



Hello fashionista friends!

As we patiently wait for our [Cocktails & Couture](#) event this Fall, please join us for Jason Campbell's VIP Preview Party in Los Altos benefiting the [49ers Academy](#). Grab your girlfriends and treat yourself to an evening of fashion and bubbly on us! Look forward to seeing you there!

What: **Private VIP Preview Party to meet LA fashion stylist Jason Campbell**

When: **Monday, May 5 from 6-9 pm**

Where: **242 State Street, Los Altos**

Cost: **There's no cost to attend this event, just bring your friends and have fun!**

Jason's pop up shop will feature luxurious fashion, accessories and handbags to purchase from around the world. If you are unable to join us for champagne on Monday night, the pop up will be open Tuesday, May 6 - Sunday, May 11, 12-7 pm.

To RSVP please contact [Terri Tiffany](#).

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Hope with event host, Charleston Pierce

Jason Campbell's Los Altos pop-up draws chic Silicon Valley set

By Carolyn Zinko on May 6, 2014 3:08 PM

New York/Los Angeles stylist Jason Campbell, who helps curate the wardrobes of global achievers, has brought his A-game to Silicon Valley with a pop-up store in Los Altos with clothing and accessories called ClosetHQ, open through May 11.

Campbell, who got his start in public relations, founded a magazine called Fashion Internet, co-founded Mega Model Management, created a lifestyle retail site called Netgoods in 1999, and started the JC Report, an online luxury and trend-spotting site, in 2002. Whew.

Along the way, he began working as a stylist for women and men around the globe, and his clients include wives of top executives at Google, as well as Ivanka Trump and Wendi Murdoch.

His typical client is "very busy, or high-profile, or both, or a mother with limited time," he said on the opening night of the store, May 5. "She may have lost her style mojo, or never had it. They want me to transform their lives and get them out of a style doldrum."

The opening night brought out plenty of stylish valley women — philanthropists supporting the 49ers Academy, who eyed plenty of the apparel on hand. Campbell will donate several pieces of jewelry to the nonprofit educational group's Cocktails and Couture fundraiser this fall.

As a stylist, Campbell doesn't focus on trends, but on the personality of his client, and starts with a look in her closet. "We expunge the bad and keep what we need," he said. "She's looking for order in her dress life, to take away insecurity in the dressing game."

Key to it all is the right pieces of clothing, for building blocks. "You've got to have the goods, or you'll never achieve it, or identify a uniform, a look to fall back on, a silhouette that ALWAYS works for you," Campbell said. "It will save you so much time."

Other top considerations: "Do not overlook a good haircut," he said. "Good accessories matter. You could wear the shlubbiest outfit, but have a good bag and a good pair of shoes."

In his view, the Silicon Valley women needs "super-basic clothing, but she needs to elevate it slightly and have a hint of elegance, with some jewelry and accessories," he said. "Not high heels, but flats you can walk in. People don't want to stand out in flashy clothing. They don't want that kind of attention."

Ah, but he wants your attention. If you'd like to give it to him, he's at Closet HQ, 242 State St., Los Altos, through May 11.



SFGATE



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Public Relations
650.823.9280
Hopepdaly@aol.com

FOR IMMEDIATE RELEASE

LUXURY, FASHION AND ART MERGE IN LOS ALTOS POP-UP

Los Angeles Stylist Jason Campbell Leans In To Give Silicon Valley A Closet Makeover

LOS ALTOS, Ca (Press Release) April 25, 2014 — Renowned global stylist, **Jason Campbell**, by way of Los Angeles and New York, brings his unique approach to creating hyper-organized, fashion-forward closets and a worldwide curated collection of luxury clothing, handbags, and accessories, not easily found, to a Silicon Valley pop-up the week May 5th to May 11th at the newly rejuvenated space at **242 State Street** in **downtown Los Altos**.

The collection pop-up will open Monday, May 5th at 12 noon and will be open daily through Sunday, May 11th - 12 pm to 7 pm. A private, by invitation, preview reception, benefiting **The San Francisco 49ers Academy** upcoming event "**Cocktails & Couture**", is planned for Monday, May 5th.

Campbell's **Closet HQ**, a private platform for digitizing closets for styling, clients include Vanity Fair's best dressed-listers and women executives including Ivanka Trump, Wendi Murdoch, One King's Lane Founder, Alison Pincus and Silicon Valley's Lucy Page.

"Women and men of the Silicon Valley deserve the same streamlined wardrobe choices that make the lives of busy executives in New York and Los Angeles simpler. I give my clients a fashion prescription of focused key pieces that combine with their existing wardrobes, defining their style and supporting their images." reports Campbell.

"Jason and Closet HQ allow me to transition between my roles as an executive, a mother and a wife with extreme efficiency and smart style," attests Ivanka Trump. *"The Closet HQ digital format allows me to get ready for my ever changing days faster, and planning ahead has eliminated a lot of the stress of my travels."*

The **pop-up site** is being house at **242 State Street**, a stunning architectural example of adaptive reuse, converting a former low-roofed restaurant into a light-filled space featuring a floor to ceiling glass-and-steel operable window wall that rolls up to create an indoor-outdoor 2,500 square foot room. Designed by renowned Olson Kundig Architects based in Seattle, the newly completed façade has already received national and international press coverage. In addition to creating a vibrant future restaurant or bar space, the project aimed to bring avant-garde design to downtown Los Altos. In line with this goal, 242 State Street most recently housed SFMOMA's acclaimed Project Los Altos, a four month exhibition of national and international artists whose works responded to the unique character of downtown Los Altos and Silicon Valley. Thanks to Passerelle Investment Company for the generous use of their space at 242 State Street. For leasing information about the space please contact Joe Martignetti with Ventana Property Service at 650.847.2000. Photo ©Bruce Damonte

WHAT: Global Stylist Jason Campbell Fashion Pop Up Open In downtown Los Altos
WHEN: May 5-11, 2014, 12-7 pm
WHERE: 242 State Street – Downtown Los Altos

About Jason Campbell - a world-renowned global fashion and style expert with an international roster of clients that include Vanity Fair's Best Dressed-listers, celebrities and global elite like Wendi Murdoch, Ivanka Trump and Kathy Freston. He is the Founder and Editor-in-Chief of JC Report, an online publication that specializes in luxury and lifestyle trends, fashion reporting from style epicenters around the world. Campbell's coverage of fashion shows in Brazil, China, Paris, New York, and London have earned him the respect of the international fashion community, and he has been called upon as a trend commentator to The Financial Times, International Herald Tribune, New York Magazine, New York Times and Vogue. His true passion is wardrobe consulting and styling and since his client's schedules often demand that he be in several countries at a time, he launched Closet HQ, a private platform for digitizing closets with personal styling allowing Campbell to dress clients in Hong Kong while attending a fitting in Paris. Campbell was born in Jamaica, raised in America, and has lived in Argentina, England, France, and New York, and splits his time between Los Angeles and New York.

Members of the Media seeking editorial content or exclusive project access contact Hope Daly Public Relations.

For additional information about Jason Campbell or Closet HQ.

Jason Campbell - Creative Director - Stylist - www.icreport.com

Closet HQ - www.closethq.com

Media – if using 242 State Street Architecture Images - Photographer's credit line to appear adjacent to all reproduced and distributed material - Photo ©Bruce Damonte

CLOSET HQ



Luxury, Fashion, and Tech Merge at Jason Campbell's Pop-Up Shop

By 7x7 Editors on May 09, 2014 4:30 PM

Global stylist Jason Campbell is after the closets of Silicon Valley executives. This week he brought his unique approach to creating hyper-organized, fashion forward closets to the hoodie-sporting execs of the tech world.

With an international roster of big-name clients that include Vanity Fair's Best Dressed-listers, celebrities, and global elite like Wendi Murdoch, Ivanka Trump and Kathy Freston, Campbell was well equipped to combat the Bay Area's laid back nature. Socialites and techies alike flocked to his curated collection of luxury clothing, handbags, and accessories

The pop-up was held at 242 State Street, a stunning space featuring floor to ceiling glass-and-steel windows that roll up to create an indoor/outdoor space perfecting for showcasing the chic ware available.

Event lead-up and press review



Event lead-up and press review





LUXURY, FASHION AND ART MERGE IN LOS ALTOS POP-UP

May 1, 2014

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MY EVENTS

- 27 Upcoming
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- Past
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RENOWNED GLOBAL STYLIST
JASON CAMPBELL AND CLOSET HQ BRING YOU A WORLDWIDE CURATED COLLECTION OF LUXURY CLOTHING, HANDBAGS, AND ACCESSORIES

Private Cocktail Reception
 benefiting The San Francisco 49ers Academy
 Monday, May 5, 6 to 9pm
 242 STATE STREET DOWNTOWN LOS ALTOS
 Kindly RSVP by May 3 - 650.209.7863 / assistant@closethq.com

LUXURY, FASHION AND ART MERGE IN LOS ALTOS POP-UP

Public · Hosted by HPD Public Relations and Marketing - HPDPR

Monday, May 5, 2014 at 6:00pm - 9:00pm
More than a year ago

HPD Public Relations and Marketing - HPDPR
Main Street, Los Altos, California 94023 [Show Map](#)

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Campbell's Closet ... [See More](#)

SUGGESTED EVENTS [See More](#)

San Francisco Street Food Festival
 Sat Aug 15 at Pier 70 San Francisco
 Dining · 83,084 guests
[Join](#) · [Maybe](#)

Outside Lands 2015
 Fri Aug 7 at San Francisco, California
 Festival · 48,064 guests
[Join](#) · [Maybe](#)

(Mad Decent Block Party 2015)
 Fri Sep 11 at UC Berkeley - The National
 Concert · 23,569 guests
[Join](#) · [Maybe](#)

Treasure Island Music Festival
 Sat Oct 17 at San Francisco Treasure Island
 Concert · 21,399 guests
[Join](#) · [Maybe](#)

20th Annual Ghirardelli Chocolate Festival
 Sat Sep 12 at Ghirardelli Square
 Festival · 20,177 guests
[Join](#) · [Maybe](#)

CHOCOLATE AND ART SHOW
 Thursday at SOMArts Cultural Center
 Art · 18,253 guests
[Join](#) · [Maybe](#)

HPD Public Relations and Marketing - HPDPR
April 26, 2014

RENOWNED GLOBAL STYLIST
JASON CAMPBELL AND CLOSET HQ BRING YOU A WORLDWIDE CURATED COLLECTION OF LUXURY CLOTHING, HANDBAGS, AND ACCESSORIES

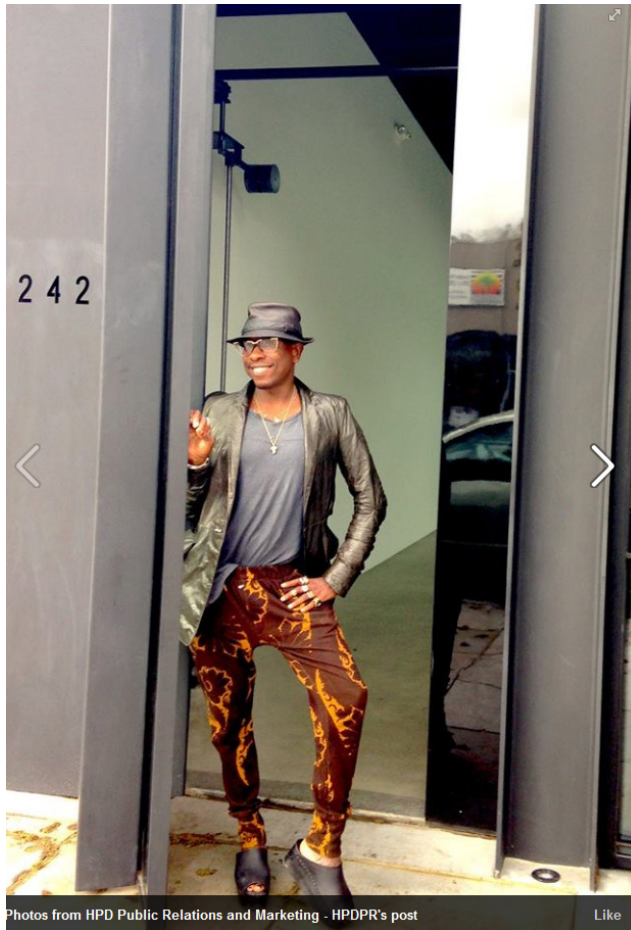
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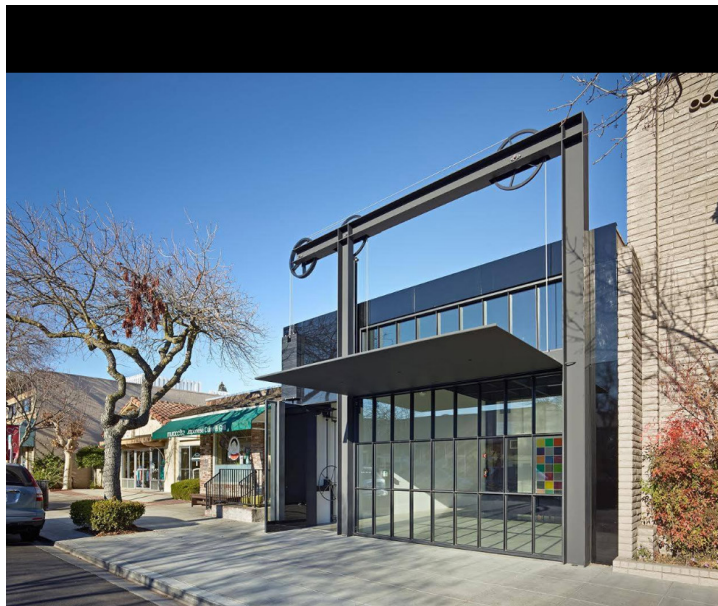
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