



## CITI ADVANTAGE PRESENTS “THE MINDY PROJECT” FASHION SHOW & DISPLAY

### PARTNERSHIP:

Citi Beyond members were invited to attend The Mindy Project fashion show, presented by Citi/AAdvantage, along with invited guests from Hulu, Mindy Kaling and members of the television academy.

### EVENT DETAILS:

VIP guests were treated to a catered reception in The Park from The Grove’s Morels French Steakhouse & Bistro.

Following the VIP reception, The Park opened to the general public for the main event: a runway fashion show with various models showcasing looks and wardrobe inspired by the show. After, Mindy Kaling took to the stage with the show’s costume designer, Salvador Perez, in a discussion about the show’s influential style and costumes.

To promote the event, a pop-up costume display was installed at The Grove for two weeks, featuring custom costume designs from the show complemented by stills from the set and designer sketches. Nordstrom also participated, providing wardrobe for the runway show and an in-store display, featuring looks from the event, which card members were encouraged to shop for using their Citi/AAdvantage cards.

*Caruso*