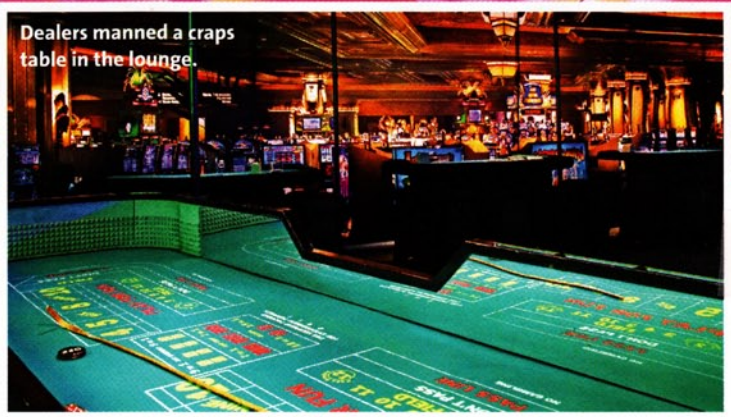




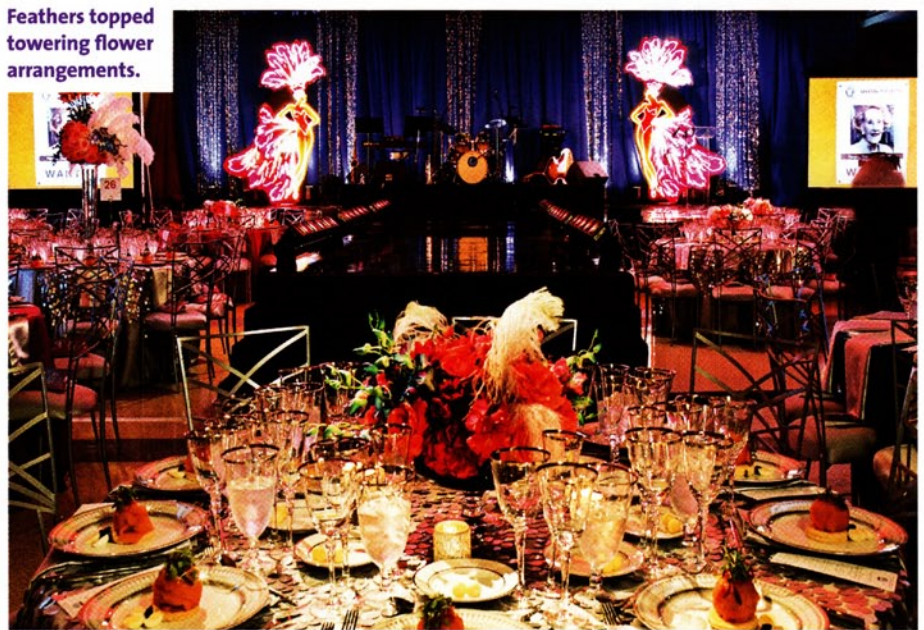
An antler chandelier hung over the dance floor in the lounge.



Dealers manned a craps table in the lounge.



A card-shaped ice sculpture added some Vegas kitsch.



Feathers topped towering flower arrangements.



Tall red curtains were pulled back to reveal the dining room at the end of cocktail hour.



Custom gobos incorporated the brand's vine design.



A custom bar showcased Chivas bottles.

The entry was lined with stands topped by arrangements of flowers and ostrich feathers.



Scottish Roots

Chivas Regal hosted a dinner party as part of a traveling event series to showcase its premium aged whiskeys.

LOS ANGELES An intimate group of 60 gathered downtown on March 8 for a dinner party hosted by Chivas Regal, part of a traveling event series to showcase its premium blend, Chivas Regal 25. The liquor brand is planning similar evenings in six markets across the country, and L.A. was the fourth stop, after Houston, Dallas, and Miami. Chivas Regal parent company Pernod Ricard tapped Legacy Marketing Partners to run the event, and turned to Chad Hudson Events for design. "L.A. is the first market we've gone into a completely raw space, into an empty penthouse," Legacy Marketing Partners' Elizabeth Baldi.

To transform the raw penthouse into a space suitable for an elegant dinner, the organizers had to bring in all decor, including carpeting to cover concrete floors, draping to hide exposed kitchens, and a custom bar. Guests walked into a cocktail hour dressed with scattered blossoming white dogwood trees, custom gobos incorporating