

# White Night



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Partygoers at Beverly Hills' Diner en Blanc.

"I HAD TO SIGN a confidentiality agreement," insisted an event organizer at the first Beverly Hills-based Diner en Blanc held Wednesday night, as photographers scrambled to find the event's top secret location. All attendees — media included — weren't informed of the *très chic* setting until 30 minutes before it kicked off. Meanwhile, confirmed guests were instructed to meet in prearranged locations where they were transported by bus for an evening billed as "flash mob dining."

Upon arrival at their final destination on a cordoned-off portion of Rodeo Drive at Dayton Way, the group was greeted by a live jazz band that sang sultry cover songs like Édith Piaf's "La Vie en rose" and the Eurythmics' "Sweet Dreams." They were also met by an onslaught of tourists who'd been window shopping and photo snapping at Miu Miu, Dior, Jimmy Choo and Valentino. Confusion was soon followed by curiosity as sightseers watched the invited guests trickle in.

The Diner en Blanc tradition began in Paris 25 years ago when founder **François Pasquier** threw an intimate gathering for close friends. The guests were instructed to wear white to more easily spot one another. The event has since grown to include 40 cities around the world — including New York, where 3,000 guests gathered at Lincoln Center last year, and Montreal, where a group of 5,000 congregated at the city's Olympic Park last week.

Wednesday night's inaugural

Beverly Hills outing proved a tougher logistical task, given Los Angeles' reputation for snarling dinner-time traffic. Initially there were white balloons and little else...until bus by bus arrived with more than 1,300 people carrying their own tables, chairs, wine and food by hand. Suddenly, the impromptu picnic featured a sea of white — courtesy of the event's all *blanc* dress and dine code.

"We didn't expect the buses to be stuck in the traffic. Maybe we'll have to make it a bit later to avoid the traffic next time," said **Aymeric Pasquier**, son of François and a cofounder of Diner en Blanc International. Still, he said Rodeo Drive was the perfect fit.

"The City of Beverly Hills came to see us and asked us to organize a Diner en Blanc," he said. "It was natural to have a Diner en Blanc in such an elegant place." He hopes to make Los Angeles an annual affair — though he said he and his cofounder **Sandy Safi** haven't committed to Beverly Hills just yet as they hope to expand slowly.

"As [the concept] was a success in New York, we received requests from all over the world and in the States," Pasquier explained. "We didn't try to set up events in each city. Hosts from different regions of the world asked us to do the same. We don't want it to get too big too quickly. We want to take time. We want to grow naturally, organically. We had like 4,000 people on the wait list for tonight."

Attorney **Sunny Kalara** acted as a local cohort alongside event planner **Gilles Amsellem**.



PHOTOS BY DONATO SARBELLA

"I call tonight a random act of elegance," Kalara said. "I'm wearing 50 shades of white tonight. White might not work for a barbecue, but here... Dress as elegantly as you want. A spilled drink or stain is just a reminder of what an incredible time you had."

— LINDZI SCHARF



The scene at Chateau Marmont.

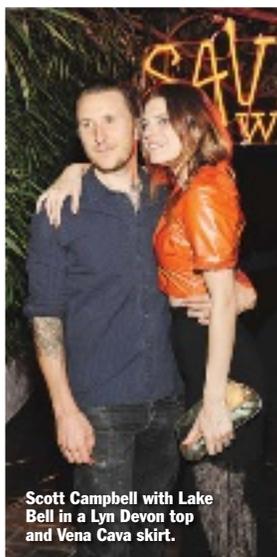
# Vine Time

"I'D ALWAYS imagined winemaking involved a bunch of lab coats and people with little litmus test strips," laughed celebrated tattoo artist **Scott Campbell** as he feted his latest creative endeavor, Saved Wines, at Chateau Marmont in West Hollywood on Tuesday night. The burgeoning winemaker kept close to new wife **Lake Bell** as she teased her husband's partner in the new venture, **Clay Brock**.

"Would you consider wearing a lab coat in the future?" the actress asked.

"I'm a T-shirt, jeans and baseball cap kind of guy, but it might be fun," Brock said. "There's a little chemistry to it."

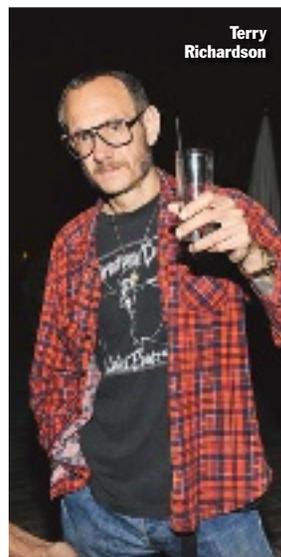
The trio was joined poolside by friends including **Lindsay Sloane**, **Katie Aseilton**, **Liz Goldwyn**, **Aimee Garcia**, photographer **Terry Richardson**, model **Emily Ratajkowski** and stylist **George Kotsiopoulos**.



Scott Campbell with Lake Bell in a Lyn Devon top and Vena Cava skirt.



Katie Aseilton



Terry Richardson

Guests sipped red and rosé wines made in California and named after Campbell's Brooklyn-based Saved tattoo studio.

Campbell and Bell wed in June at a ceremony reportedly attended by **Jennifer Aniston** and **Justin Theroux**, **Cameron Diaz**, **Lance Armstrong** and **Marc Jacobs**. The couple was clearly still basking in newlywed bliss as they discussed the recent fruits of

their partnership. Bell, who wrote, directed and stars in this month's "In a World," appears on the cover of this week's New York Magazine wearing little more than a provocative expression and her husband's ink.

"I brought the frame. He brought the art," she grinned.

"Everybody is really excited about it," he added.

"My dad was less than excited about it," Bell said.

"Lake's dad had mixed feelings, but our friends are really into it," Campbell explained. "I got a bit of feedback, like, 'Dude, that's your wife naked on the cover of New York Magazine,' but then the part of me that was a 16-year-old fat kid in high school is like, 'Yeah. Damn right that's my wife naked on the cover.'" — L.S.

