

Distinctive Assets To Produce Official Gift Bags And Gift Lounge At The 52nd Annual Grammy Awards

Groundbreaking entertainment marketing company continues its “decade of fabulous gifts” at this year’s grammys

Jan. 14, 2010 - [PRLog](#) -- Los Angeles, Calif. – Distinctive Assets, an LA-based entertainment marketing company, is collaborating yet again with The Recording Academy® to produce the official Talent Gift Bags and Backstage Gift Lounge for the 52nd Annual GRAMMY® Awards. Music's Biggest Night® will be held on January 31, 2010, at the STAPLES Center in Los Angeles and will be broadcast live in high definition TV and 5.1 surround sound on the CBS Television Network from 8 – 11:30 p.m. (ET/PT).

Distinctive Assets is thrilled to continue a longstanding GRAMMY tradition and is especially proud that it represents the eleventh consecutive year of serving as the Official Gift Bag and Lounge. The presenters and performers will be offered gifts that will be distributed in two different forms – the coveted GRAMMY Gift Bag and the exclusive GRAMMY Gift Lounge presented by MoroccanOil®, leader in luxury professional argan oil-infused products for hair. The official 52nd Annual GRAMMY Gift “Bag” will actually be a \$715 Mobilizer NXT® Hardside Officer’s Trunk (compliments of Victorinox Travel Gear) filled with a bevy of items such as a bi-coastal health club membership to The Sports Club/LA, DeLeá essential oil fragrance, Enerjii jewelry, SteelSeries Siberia v2 full-size headsets, Modern Meditations – Rock Goes Zen CD sets, an all-inclusive fitness retreat from Live In Fitness Enterprise, WooLoot Sport watches, the iFLY indoor skydiving experience, Slimware portion-conscious dinnerware, argan oil-infused MoroccanOil Treatment and MoroccanOil Glimmer Shine Spray, Chocolatines by Sweet Endeavors, ideeli.com online shopping cards, Unbreakable Nutrition beef jerky, Crest Whitestrips, a new human-powered vehicle known as the Yucycle, LA Confidential magazine, chic pet products by Petprojekt, Johnny Rockets meal cards, Tag It Green recycled jewelry, spa treatments at Ciel Spa at the SLS Hotel, beauty packages from The Organic Pharmacy, a Hard Rock Café music CD, People magazine, Custom Crystals embellished tank tops, Metamorphosis post-treatment skincare, Riazul Tequila, Shop Second Base camisoles, Colgate Wisp Plus Whitening, food and gaming packages from ESPN Zone, Music Connection magazine, smart heat hair tools, exclusive Blu electronic cigarette starter kits, Luxurious Santa Teresa 1796 Rum, PackIt patented eco-gel, i360 music infused headwear, Incognito leather cuffs and other last-minute surprises. All of the attendees at the GRAMMY Celebration®, the official after party, will also get to share in the gifting extravaganza with fabulous MoroccanOil product-filled gift boxes made exclusively for the event.

The GRAMMY Gift Lounge presented by MoroccanOil will be open during rehearsals (January 28-30). Presenters and performers will have the opportunity to scoop up tens of thousands of dollars worth of amazing gifts including an exclusive MoroccanOil signature sports bag filled with argan oil-infused MoroccanOil Treatment, MoroccanOil Moisture Repair Shampoo, MoroccanOil Moisture Repair Conditioner, MoroccanOil Hydrating Styling Cream, MoroccanOil Intense Hydrating Mask, MoroccanOil Glimmer Shine Spray as well as a set of new MoroccanOil Ionic Ceramic Hair Brushes. The Lounge will feature iPod docking stations from Harman International, the leader in audio and multimedia for the home, car and professional stage. Talent visiting the Lounge will also be treated to designer eyewear from Solstice Sunglass Boutique’s spring collections, Reverse Flying V guitar from Gibson USA, LA Gear merchandise, Misis sterling silver jewelry, Soy Delicious Moisturizing Candles, ultimate foot care packages from MTG Inc., the gorgeous new Palm Pixi, Orgasense exclusive skincare and Agapara handbags from J. Holly International, Fancy Feast ultimate pet packages, leather goods from Cape Cod Leather, Vivitar cameras, the Icing 30 Carat Revolutionary At-Home Teeth Whitening System and cosmetic dentistry package courtesy of Bling Dental, h2o by Refreshing Ideas and rocker chic clothing from Royal Underground. For the second year, Waste Management will sponsor a “green corner” within the Lounge

where they will highlight their new “Recycling Rocks” campaign by giving a messenger bag made of recycled materials filled with eco-friendly goodies. The Lounge will once again be designed by Las Vegas’ pre-eminent production outfit Pacific Events and will be enhanced with floral creations from TuBloom Designs.

“Of all the award shows in which we’ve been involved over the past 10 years, the GRAMMYs remains my favorite,” says Lash Fary, founder of Distinctive Assets. “It’s truly the trifecta in our industry: the most talented artists, the best gifts and the most incredible production team. The experience is simply unparalleled.”

This year’s GRAMMY talent will, as always, include top musicians and notable celebrities in all genres. Beyoncé, the Black Eyed Peas, Dave Matthews Band, Lady Antebellum, Lady Gaga, Green Day, P!nk, Maxwell, Taylor Swift and the Zac Brown Band have already been confirmed to perform. Distinctive Assets will continue its long-standing philanthropic tradition with an in-Lounge “giving station” which will allow the celebrities to autograph and donate one of their favorite new gifts to the MusiCares® Foundation, which provides a safety net of critical assistance for members of the music community in times of need.

About Distinctive Assets

Established in 1999, Distinctive Assets not only produces the Gift Bags and Backstage Gift Lounges for many major award shows but also provides product placement, product introduction, event production, public relations and branding opportunities within the entertainment industry and beyond.

About MoroccanOil

The originator and industry leader of luxury, professional argan oil-infused styling, finishing and conditioning products for the hair, the MoroccanOil brand is world renowned for its proprietary lightweight, instantly-absorbed formulas designed to give hair a silky, lustrous shine, a frizz-free and static-free finish, and revitalize hair while speeding drying time up to 40%. In less than three years, MoroccanOil has pioneered a new product category and become a runaway hit among fashion and beauty insiders. The products maintain a cult following among editorial, fashion, celebrity, film and television stylists as well as their celebrity clients. MoroccanOil’s argan oil is harvested under a free trade program, which provides substantial socio-economic support to thousands of families in the Souss-Massa region of Morocco. MoroccanOil products are sold exclusively in fine salons. Consumers can find the nearest salon by visiting www.moroccanoil.com.

About The Recording Academy

Established in 1957, The Recording Academy is an organization of musicians, producers, engineers and recording professionals that is dedicated to improving the cultural condition and quality of life for music and its makers. Internationally known for the GRAMMY Awards — the preeminent peer-recognized award for musical excellence and the most credible brand in music — The Recording Academy is responsible for groundbreaking professional development, cultural enrichment, advocacy, education and human services programs. The Academy continues to focus on its mission of recognizing musical excellence, advocating for the well-being of music makers and ensuring music remains an indelible part of our culture. For more information about The Academy, please visit www.grammy.com. For breaking news and exclusive content, join the organization's social networks as a Twitter follower at www.twitter.com/thegrammys, a Facebook fan at www.facebook.com/thegrammys and a YouTube channel subscriber at www.youtube.com/thegrammys.

If you have any questions or would like to schedule coverage, please contact:

Distinctive Assets

Dina Rezvanipour- 323.549.0444 x103

dina@distinctiveassets.com

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