



public relations / events / digital



New Mad Mex Store,
Westfield Sydney Central
Plaza

Lovers Electric Tour

New Bardot Store, Fountain
Gate

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news

Keeping Up with the Kardashian Kollection Handbag Range



The team here at the office are gearing up for one of the biggest tours of the year, we're so excited to have announced Kim Kardashian and Khloé Kardashian Odom showcasing their Kardashian Kollection Handbag range in store at David Jones (Elizabeth Street) and the Shire (Westfield Miranda, Strandbags) on Thursday 3 November.

With only days to go till their arrival, we've been riding the Kardashian wave, and what a ride this has been. From organising VIP parties, juggling PR agencies 'presents' to press requests and the inevitable fan phone calls to the office. Bruno, we cannot wait to show off Sydney to your new business partners.

If you want to Keep Up with Khloé and Kim in Sydney - LIKE [Bruno Schiavi](#) and [6dc](#) on facebook.

we love...

Digital all thing social...



Welcome to the team our new digital guru, Alana, who has set the office on fire with all things Facebook and twitter. We recently launched [Bruno Schiavi](#) into the big bad world of Facebook and in less than a week Bruno reached over 11,000 LIKES. With the guidance of 6dc, three BFF's in LA and bit of good old content sharing, Bruno is well on his way to becoming a 6dc social media success story.

We also unveiled [eQUIP's Facebook](#) and [twitter](#) this month, with over 800 LIKES in two weeks we know we're on the right track! [Like](#) eQUIP on Facebook and enter the world of on trend accessories, I can tell you too, we're loving the samples that are entering the office! Let's get shopping every one.

And, [Mad Mex tweets](#), are fast growing, our followers for the brand are solidly growing month on month, and are by far the most interactive and game, social media audience we have seen.

we watched...

Jameson IF Awards Sydney nominated film Red Dog



[Red Dog](#) is fast becoming the most successful Australian film this year, with massive box office takings. With cast members such as Josh Lucas, Rachael Taylor and of course [6dc's](#) favourite, Koko the dog, this film is a tribute to the Australian way of life in the 70's and based on the true story of the famous Red Dog who roamed around Western Australia. Up for nine nominations at the 2011 [Jameson IF Awards Sydney](#) including Best Film, this movie is a heartfelt story that has lead a number of [6dc](#) staff to shed a tear and hug their puppies. You can still see this film at the movies so get in quick, take a friend and support the Australian film industry by watching Red Dog.

we did...

Sydney Morning Herald's Shoot the Chef Exhibition



[6dc](#) joined forces with Fairfax and [Chifley Plaza](#) to create the Sydney Morning Herald Shoot the Chef exhibition launch and VIP shopping night. This was the first time that the 22 finalists' images have been displayed in this magnitude to the public with over 1250 people attending on the night. We had the pleasure of Good Living Editor, Sue Bennett, launching the exhibition to guests who enjoyed one night only shopping privileges, delicious canapés by Bacco Wine Bar, whilst sipping on [Mr. Mick's boutique wines](#), Singha Beer and San Pellegrino. We integrated a silent auction for the original prints on display with all money going to OzHarvest, so you can bid for your favourite print at www.ozharvest.org/stc. The exhibition will be on at **Chifley Plaza until Friday 28th October**.

our favourite things this month...

[6dc](#) is thrilled by the foodies reaction on Wednesday night to the new Mad Mex Westfield Sydney Central Plaza store. A great Mexucation Masterclass by owner Clovis Young where we consumed chili's, tequila, salsa and fish tacos. Also this week [Lovers Electric](#) arrived in Australia for their Aussie tour, we love Eden's vintage outfit from their [new single](#) from the new Album Impossible Dreams. And how much is the team loving Spring Carnival fever. A big shout out to Iva Davies trackside this weekend after his Friday night event in Melbourne and make sure you catch Peter Morrissey on the Circle on Wednesday giving us a wrap up of Cup Day fashion. Those new [eQUIP fascinators](#) are running out of their stores.

we learnt

"That name dropping the Kardashians can get you just about any contact."

we heard

"[Youtube](#) sensation Sophia Grace triumphs Nicki Minaj's Super Bass."

we read

"The sad news that George Negus won't be doing the 6:30pm bulletin anymore."



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