

HEARST *magazines international*

*Jeannette Chang
Senior Vice President,
International Publishing Director*

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Dear Sir or Madam:

As Senior Vice President, International Publishing Director of Hearst Magazines International, I contribute to the international advertising business for 29 international editions of Harper's Bazaar and new launches for Cosmopolitan, Esquire and Bazaar. Previously, I held the position of Vice President and Publisher of Harper's Bazaar since 1994, in addition to a long career as a publisher and fashion marketing director.

I first worked with Mr. Edgar Vaudeville in 2012 at Le Bristol during Fashion Week, where at the time Mr. Vaudeville was managing the Harper's Bazaar event at the Le Bristol bar. Twice a year we organize events at Le Bristol Palace for the Paris Fashion week and amazingly this time Le Bristol opened a brand new astonishing bar which Edgar took care of for it's grand opening. It was a tremendous asset to have such an international, progressive person in charge of the event. He orchestrated the entire partnership with Harper's Bazaar and Le Bristol Palace in Paris. He knew exactly what we were looking for and understood perfectly our expectations. He set up an entire new beverage list for our guests, and created a fantastic atmosphere with the all entertainment program, which matched our brand standard perfectly. In addition he hosted all of the VIP's attendees of the fashion week such as celebrities, international fashion designer, and media coming from around the world. His professionalism, knowledge and personality made all our guests extremely comfortable and relaxed during the week.

Mr. Vaudeville possesses more unique talent than the typical PR professional. His rapport, professionalism and unique approach to the event was entirely impressive. We received dozens of great comments every day from some of our VIP's in fashion and journalism, including Elodie Rouge and Ms. Roig from Elle Paris and

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Frederic Stucin from l'Express Style . They noted in particular how pleased they were with the organization of the event and were amazed by the guest list, which Mr. Vaudeville crafted.

The luxurious image of Harper's Bazaar's events is critical to the magazine, as we must maintain such an image around the globe. The success of the Paris Fashion Week event gave us at Harper's Bazaar a great sense of pride. The Bar du Bristol hosted around 100 VIP guests every evening of the Fashion week. We have covered the events of the week in most of our magazines, as it was a huge asset for us to partner with the number one Palace in Paris.

Mr. Vaudeville's participation was imperative to the success of the Fashion Week events. So much, Harper's Bazaar now would like Mr. Vaudeville to support them for the upcoming Fashion Week events in New York City as well.

Furthermore, I am not surprised to learn that Mr. Vaudeville will become the new Director of Public Relations at the renowned establishment, Le Colonial. As such, I look forward to the opportunity to work with him at La Colonial for charity and Fashion week's events in the near future.

Respectfully,


Jeannette Chang