

## Philadelphia gets served

November 19, 10:47 PM • Philadelphia Luxury Style Examiner • Dorte Livingston



Cocktail Party at Tangerine, Old City  
Taken by Luxe Livingston

Last night, exclusive Philadelphians were served a double dosage of easy chic. NYC's **Gilt Groupe** founders Alexis Maybank and Alexandra Wilkis-Wilson took invitees to the movies. Everyone came dressed to impress and was bedazzled by Emily Blunt's performance in "The Young Victoria". The film was full of open necklines and in the theater were open eyes, as Blunt delivered a stunning replication of Queen Victoria's early life. Then Gilt Groupe granted all access to a swanky wine and dine.

The Gilt Groupe company, a luxury bargain retailer has been operating for two years and has amassed a whopping 1.7 million members nationally. The company is known for its

invitation only procedure, which last night's event proved to be worth the R.S.V.P. The ladies hosted a very private screening of Apparition's new film. Followed by a cocktail soiree at old city's Tangerine along with Wendy Rosen, Sarah Schaffer and Nina Tamari. The red soles, bags, and Birkins were galore.

"We chose the Philadelphia market because 5% of our members are located here," says Wilson. Gilt memberships offer daily sales of high-end designer merchandise for a limited time. They sell designer brands for up to 70% off the retail price. With headquarters in mid-Manhattan and a warehouse in Brooklyn, Gilt Groupe has sold around 650 brands.

The near future awaits Gilt Groupe's private-label lines for both men's and women's wear. Gilt members are expecting to reach over 2 million by the end of the year. Wilson feels that after the recession luxury fashion is making a comeback. "The worst is behind us," she says. The only struggle Gilt Group has faced with progression is having too many ideas.

Gilt Groupe is always staying fresh with new and emerging designers. As they establish recognition internationally, they are also increasing their market share along the way. Just recently they launched a new website called Jetsetter for their Gilt members. These successful young women are paving the way for new-age luxury retail. With 320 employees already, there is definitely a boom in the making.

Let's just hope that you're invited!