



Feb 09 2010

Child Actress Christina Carrera cast in Dancap Productions Toronto production of South Pacific

Category: [CAREERS IN ENTERTAINMENT](#) [Celebrities](#) [EVENTS](#) [Uncategorized](#) — [coutureagency](#) @ 4:05 pm

Dancap Productions casts Christina Carrera as Ngana in Toronto production of 7 Time Tony Award Winning Rogers and Hammerstein's play, **South Pacific**. For more information or for booking information for Miss Christina, please call 800.956.4514 ext 111 or email: ikp@thepublicists.com

Christina Carrera has appeared in television commercials for Nickelodeon and in various print ads. She is of Latin ancestry and speaks Spanish and English. In the South Pacific production she sings three songs in French. You can Fan Christina on Facebook (<http://www.facebook.com/pages/Christina-Carrera-Official-Fan-Club/205276059463>) or follow her on Twitter (<http://www.twitter.com/christinaontour>)

Tags: [Actress](#), [Christina Carrera](#), [Christina Nicole Carrera](#), [Facebook](#), [Twitter](#), [Nickelodeon](#), [Publicist](#), [South Pacific](#), [The Couture Agency](#)

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Jan 05 2010

Ivy K Pendleton appears on NBC Nightly News and MSNBC

Category: [Uncategorized](#) — [coutureagency](#) @ 5:34 pm

The Couture Agency, a marketing, publicity, and its subsidiary event production firm, Couture By Design (CBD) in Washington DC, has brokered events for more than 11 years. Ivy K. Pendleton, Creative Director has worked with numerous domestic and international companies who plan events in Washington, DC, Atlanta, GA, Los Angeles and New York City.

Recently Couture By Design produced, managed and publicized the **first African American woman** to have a Memorial in the United States Capitol and Sojourner Truth Memorial Bust unveiling with Michelle Obama, Speaker Nancy Pelosi, Senator Hillary Clinton. Ivy is a subject matter expert on Publicity, Marketing and Special events and non profit fundraising. NBC contacted CBD to provide insight into the Marketing and Special Events industry.

CBD clients include: Government of Brazil, House of Sweden, Fidelity Investments, NCBW, Madame Tussauds, International Organization for Migration, World Bank and more.

Click here to see the interview on [NBC Nightly News](#) and [MSNBC](#):

[Ivy K. Pendleton Speaks to NBC News](#)

Facebook Fan Page

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In the News...

New Credit Card Regulations About 'Swipe Fees' Will Not Protect E-commerce Merchants, Says Merchant Rights Advocate Robert Livingstone of IdealCost.com

WEST PALM BEACH, Fla., June 30 /PRNewswire/ -- E-commerce merchants, one of the fastest-growing segments of the retail and service economy, will not be protected by new Congressional legislation, according to merchant rights advocate Robert Livingstone, president and founder of [IdealCost.com](#), a consulting firm that reduces credit card acceptance fees for merchants without switching their existing provider.

"It is a tragedy that Congress is forgetting about the rights of e-commerce merchants conducting business on the Internet," said Robert Livingstone, president of IdealCost.com. "Consumers won't save any money and e-commerce merchants will wind up paying higher fees."

The proposed legislation, known as the Durbin Amendment, would direct the Federal Reserve Board to issue rules to ensure that debit interchange fees are reasonable and proportional to the processing costs incurred.

However, Livingstone says this language is vague and misleading. He questions the merits of this proposal.

"What exactly will this accomplish? I don't see any numbers in place. Additionally, who is going to pay the Fed to monitor the compliance with this program?" he said. "And why, as a small business, should I trust the Fed to have my best interests in mind? "

IdealCost.com's founder also says: "This legislation has no true value and if fees are even reduced in any slight measure, we can surely expect the deficit to be made up on

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Tags: [Couture By Design](#), [Event Planners Washington DC](#), [Ivy K Pendleton](#), [ivy.pendleton](#), [ivy.pendleton.NBC Nightly News](#), [Ivy Pendleton Publicist](#), [Michelle Obama](#), [MSNBC Interviews](#), [NBC Nightly News Interviews](#), [Washington DC Insiders](#)

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Jul 23 2009

Couture By Design Presents

Category: [ENTERTAINING](#), [EVENTS](#), [MARKETING](#), [Politics](#), [Small Business](#) —  [coutureagency](#) @ 6:49 am

As most of you know, The Couture Agency has a full service special events department in Couture By Design™. WE ARE having a contest and **GIVING AWAY** a wedding consultant package in our upcoming [September e-newsletter](#) (<http://designmyevent.net/Pages/Newsletters.html>).

We have receive numerous requests to manage and produce events for nonprofits, international governments, corporations, small businesses and others. Here is a sample video of what they have to offer:

More videos can be seen on our [YouTube](#) Channel at: www.youtube.com/coutureagency.

The creative staff always makes events fun and **unforgettable**. Please stay tuned for more contest details.

You can fan Couture By Design on FACEBOOK at: <http://www.facebook.com/home.php/pages/Washington-DC/Couture-By-Design/45788729333?ref=nl>

If you have a request for an event please let us know. In the meantime, please leave us some feedback on the event video.

Ciao ~ Ivy K. Pendleton

Tags: [Brazil Night](#), [Couture Agency](#), [DC Event Planners](#), [Wedding Planning](#)

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Jun 25 2009

Michael Jackson Dead at 50

Category: [Celebrities](#), [PUBLICISTS](#), [Uncategorized](#) —  [coutureagency](#) @ 9:55 pm



Michael Jackson Dead at 50

We were deeply saddened by the passing of [Michael Jackson](#). I was a dedicated and loyal fan of his music and philanthropy. Everyone has a memory of Michael Jackson. If I said I had one favorite Michael Jackson memory I would not be telling the truth as I had many. As a young child [Michael Jackson](#) was an icon in our family. His energy, charisma, talent and flair were surreal. I remember when my mother bought me the glove and the black pleather jacket. I wanted to wear them everywhere. Until this very day, I have every bit of Michael Jackson. I feel grateful and honored to have grown up on his music. Despite the tabloid rumors and accusations, I have always loved Michael. May he rest in Peace.

Ivy K. Pendleton

Michael Jackson's #1 Fan

Tags: [Couture Agency](#), [ivy.pendleton](#), [Michael Jackson](#)

[Comments \(1\)](#) 

the credit card interchange fees or consumer interest rates.

Additionally, Australia already tried to legislate these fees and failed miserably. Let's not make the same mistake here in the United States."

In effect, the e-commerce businesses won't save any money.

Instead, Livingstone proposes that Congress let the industry regulate itself. He also suggests that the industry require licensing for its sales people similar to the Real Estate and Insurance industries.

"This would ensure far more stability and accountability in the industry," he said.

About [IdealCost.com](#)

Founded in 2008 in West Palm Beach, FL, [IdealCost.com's](#) mission is to protect large business owners from being taken advantage of by their credit card processors. Until now, merchants haven't had a viable solution to receive truly reasonable rates and fees.

IdealCost.com is different from other companies because it is paid only from the savings that it generates for clients. This performance-based guarantee makes clients feel at ease because traditional credit card processing salesmen are paid a commission even when they raise their client's rates and fees.

The company represents the merchant rather than acting as an agent for the banks or credit card processors. IdealCost.com performs merchant account audits and offers consulting services. The company strives to separate itself from the stigma of the credit card processing industry. IdealCost.com allows business owners to stop worrying about their merchant account and return to more important matters in their businesses such as sales, customer service, and providing for their families.

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Jun 15 2009

Tavis Smiley, 100 Black Men of America and More

Category: [BOOK CLUB](#), [Celebrities](#), [EVENTS](#), [PUBLICISTS](#), [Politics](#), [Uncategorized](#) — [c](#) coutureagency @ 9:59 pm

I had the opportunity to attend the 100 Black Men of America Conference in NY this past weekend. I learned more about the organization and was pleasantly impressed there were more than 350 mentees who also attended the conference. These children were very well behaved and clearly disciplined. I guess men CAN control children better (smile). They have several educational and mentoring programs that suit children of all ages. I am only familiar with one – The Eagle Academy. The 100 Black Men of America report more than 10000 members. In attendance were: Former Gov. Douglas Wilder (D-VA), Musician Maxwell, Governor Patterson (NY), Congressman Kendrick Meeks (NY), Actress Vivica A. Fox and more. Wow.

Tavis Smiley opened the "America I Am" traveling exhibit in Atlanta on Thursday night and I joined him on his Accountable Tour in Washington DC, sponsored by Nationwide Insurance the week prior. The Nationwide Insurance information sessions were truly informative. I attended several before I had to rush off to Philadelphia. The "American I AM," sponsored by Wal-Mart is interesting and should be coming soon to a city near you . Ciao ~



Tags: [100 Black Men](#), [ivy.pendleton](#), [Tavis Smiley](#), [Wal-Mart](#)

[Comments \(0\)](#)

Jun 11 2009

Videos from the Sojourner Truth Bust Unveiling

Category: [Uncategorized](#) — [c](#) coutureagency @ 4:03 pm

We recently performed the PR for the [Sojourner Truth Memorial Bust Unveiling](#) in Washington DC. We sent out our e-newsletter but also wanted to include some of the great coverage in this Blog for the entire world to see. I only placed some but if you would like to all of the media and [press coverage](#) simply [click here](#):

[Sojourner Truth Bust Unveiling with First Lady Michelle Obama](#)

We typically post all videos from our events. You can view our complete video channel at:

[Couture Agency Video Channel](#)

Thank you for visiting our blog. You can always follow us on Twitter at: <http://www.twitter.com/coutureagency>

ALL THE BEST,

Ivy K. Pendleton

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Jun 08 2009

Keturah Drake, Award Winning Fashion Designer

Category: [Celebrities](#), [ENTERTAINING](#), [EVENTS](#), [PUBLICISTS](#), [Uncategorized](#) —  coutureagency @ 9:41 pm

Our offices were closed this weekend. Generally our office is open from 9-12pm most Saturdays. We attended the graduation of our Creative Director, Keturah M. Drake. At Couture she was responsible for our design concept for many of our high profile events and to say she was "Great" was an understatement. You see, Keturah is very talented, yet modest indeed. Not only did she graduate Drexel University in Fashion Design, she won nearly every award offered and received not 1 but 4 job offers from some MAJOR fashion designers. Although Keturah's journey has ended here, she will still contribute our "Art, Music, Vibe" e-newsletter read by more than 25,000 subscribers. It was fantastic working with Keturah and we will miss her big hair and big spirit. From us to her, we wish her much success. You can see her award winning fashion designs in our Art, Music, Vibe summer e-newsletter which will be sent June 15, 2009.

With warm regards,

Ivy K. Pendleton, Vice President

Tags: [Ivy Pendleton](#), [K2RA](#), [Keturah Drake](#)



Keturah Drake, Fashion Designer

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Jun 01 2009

Couture By Design at the House of Sweden

Category: [ENTERTAINING](#), [EVENTS](#), [MARKETING](#), [PUBLICISTS](#), [Uncategorized](#) —  coutureagency @ 12:47 pm

The Couture Agency recently brokered an event at the Embassy of Sweden in Washington, DC. The theme, "Living Green Masquerade" was a great success. More than 600 patrons came and dressed the part with Green costumes and masks, including our Vice President Ivy K. Pendleton.



Ivy K. Pendleton

Other patrons included diplomats and staff from the House of Sweden. As part of the Embassy program [Living Green] focused on climate, the environment and sustainable living. Original artwork adorned the venue as well as decor from [Couture By Design™](#), our Special Events and Meetings Division. We added a foresty flair with life-sized images of forests and ferns in natural colors. The rest of the decor consisted of Bamboo, Large Hibiscus trees, Natural burlap and linen fabric in shades of cream and green and stones.

Music was provided by DJ Gavin Holland (Nouveau Riche), and DJs Rehee and Shred. Other elements included artist exhibitions, a rooftop lounge, Design and other artistic expressions.

About the House of Sweden

The House of Sweden is a magnificent representation of the innovative Swedish

architecture. There are waterfalls, ponds, retractable glass walls and on the lower level is an authentic Swedish cafe.

Nevertheless, we had a wonderful time and cannot wait until next year. You can be added to our complimentary guest list by signing up for an account on our [website](#) which only takes 30 sec. WE PROMISE!!!

Tags: [Embassy of Sweden](#), [house of Sweden](#), [Ivy Pendleton](#), [Living Green Masquerade](#)
















House of Sweden

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May 07 2009

First Lady Michelle Obama Unveils Sojourner Truth Bust at United States Capitol

Category: [Celebrities](#) [ENTERTAINING](#) [EVENTS](#) [PUBLICISTS](#) [Politics](#) —  coutureagency @ 8:10 am



First Lady Michelle Obama

Alas, our task is accomplished. **"Truth is in the Capitol"** as NCBW National Chair, Dr. E. Faye Williams, Esq. often says. On April 28, 2009, abolitionist and suffragette Sojourner Truth became the first Black Woman memorialized in the United States Capitol. The initiative garnered national and international media attention. Who better to unveil the bust other than the first Black First Lady of the United States, Michelle Obama.

After nearly a ten year effort, the National Congress of Black Women (NCBW) cited victory as their effort to have a Bill passed to have Sojourner Truth added to the United States Capitol was signed into Law. The event was an astounding success as A-Listers, Top Government officials and U.S. citizens witnessed the historical event. Most importantly the program was sponsored by the Speaker of the House Nancy Pelosi and NCBW. Secretary Hillary Rodham Clinton, Mitch McConnell, Harry Reid and others.

An incredible special presentation of "Ain't I a Woman," by esteemed Actress Cicely Tyson and a musical performance by Lomax Spaulding Yolanda Adams and Dorinda Clarke Cole left the audience speechless. It was indeed a historical day. I was grateful to be a part of



Unveiling of Sojourner Truth at U.S. Capitol


history.

We would also like to give Kudos to our modest Vice President, Ivy K. Pendleton who performed all of the Marketing, Publicity and event production for the effort. JOB WELL DONE IVY!!!! Kamaria Salau, Publicist at Couture managed the Sojourner Truth Donors Luncheon at the Willard Intercontinental Hotel in Washington DC. She was instrumental in working with VIPs such as Sheila Jackson Lee, Cathy Hughes, Cicely Tyson, Dorinda Clarke Cole, Diane Watson and many others. If you want to follow what Ivy K. Pendleton, Kamaria Salau and the rest of the Couture Agency Publicists are doing, you can follow us on our social networking sites: www.twitter.com/coutureagency and <http://www.facebook.com/pages/Washington-DC/Publicity-and-Marketing/135358565696?ref=nl>



Ivy K. Pendleton, Publicist

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Apr 10 2009

Celebration of Truth Campaign

Category: [EVENTS](#) [PUBLICISTS](#) [Politics](#) —  coutureagency @ 6:46 am



[The most prominent Black woman in the United States](#) is scheduled to unveil the Sojourner Truth Memorial at the United States Capitol building in Washington, DC on April 28. We are pleased to note that she is not only awesome, but did I mention A.W.E.S.O.M.E. The Couture Agency worked with the National Congress of Black Women (NCBW, Inc.) in the early stages of trying to get a bill passed through the US Congress to add Sojourner to the United States Capitol. When the bill was finally passed in 2006, the **Celebration of Truth** campaign began.

About the event:

DESCRIPTION: The most prominent black woman in the United States will unveil the Sojourner Truth statue in Washington, DC on April 28, 2009. Sojourner Truth will be the first African American woman to have a bust in the United States Capitol alongside suffragists Elizabeth Cady Stanton, Susan B. Anthony and Lucretia Mott. This event is by invitation only and media registration is required. Esteemed Actress Cicely Tyson will present "Ain't I A Woman." Recording Artists Lomax Spaulding, Yolanda Adams and Dorinda Clarke Cole will also participate.

DATE: APRIL 28, 2009

TIME: 11:00-Noon

PLACE: United States Capitol Building, Washington, DC 20002

RSVP REQUIRED. You may contact Ivy K. Pendleton (ikp@thepublicists.com) to receive an invitation code if you are interested in attending. Attendance is at the discretion of the Office of the Speaker of the House and NCBW, Inc.

Couture Agency members may [log-in](#) to their account and register to attend the event. Non Couture Agency members can [Create an account](#)

Invitation is Subject to approval.

Tags: [Couture](#), [Michelle Obama](#), [National Congress of Black Women](#), [NCBW](#), [Publicist](#), [Sojourner Truth](#)

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