

AT&T AND ROBERT VERDI 'SUIT UP' FOR MERCEDES-BENZ FASHION WEEK MIAMI SWIM

AT&T and television personality and tastemaker Robert Verdi are teaming up to offer haute wireless style advice to help get you tech chic this summer.

As the exclusive wireless provider of Mercedes-Benz Fashion Week Miami Swim, AT&T will offer wireless subscribers an insider's view of major fashion events, access to the hottest designer downloads, exclusive trend reports and fashion and beauty tips from the experts — including Verdi, Tracy Reese, Jenni Kayne, Louis Verdad, Costello Tagliapietra and Sephora — that you won't find anywhere else.

For more information, log on to www.att.com/fashion.

VERDI'S HI-TECH FASHION DO'S AND DON'TS

1. Fashion is all about balance, especially with accessories. The same rule applies for your cell phone. While a layered necklace or a show stopping cocktail ring may be perfect for a night on the town, too much “bling” on your phone may distract from your otherwise flawless ensemble. Remember, less is always more!
2. While utilizing a belt clip may be convenient for office work or during business travel, ditch the clip everywhere else! Belts are the ultimate accessory for changing the silhouette or vibe of an outfit. Leave the phone in your purse or slip it into an inconspicuous side pocket for a look that kills.
3. *Reinvention*. Madonna created it. Others have imitated it. But not everyone can pull it off. Without a stylist on speed dial, your dramatic fashion overhauls could leave you looking like a mess. Update your clothes — and your phone — one piece at a time to maintain a fashion forward, trendy appearance.
4. In fashion, vintage is always in. But when it comes to wireless accessories, cutting-edge equals cutting style. Just because your clothes predate *Miami Vice* doesn't mean your phone should too.
5. Go ahead, be different. Be You. Customize your cell phone with Phone Tattoos By You! AT&T's wireless unit offers tattoos for a variety of phone makes and models that allow you to make a personal statement that lasts.
6. If you're headed to the beach, ditch the wires and go with a Bluetooth® headset. The Jawbone Bluetooth headset, exclusively from AT&T, virtually eliminates background noise so your calls are clear. Your boss will never know that that sick day is actually a day at the beach.
7. Metallics are the “new” neutral. Pair your metallic gold or silver cell phone with a fierce gold heel or silver clutch for a million dollar look!
8. From the little bikini to the little black dress, there is one accessory that goes with everything. Complete your look with the always-stylish little black phone.
9. We all love an oversized bag, but no one likes to hear the endless ringing of a cell phone lost in an infinite sea of lipstick and leather. Keep track of your phone by clipping it to an inside pocket or by adding a fashionable carrying case — in a variety of fun summer colors — to your purse strap.

10. Summer is all about color, so don't be afraid to make a bold statement! Update a classic black or silver phone with a bling kit — available in pink or blue — a new face plate or a fashionable patterned carrying case.
11. So many parties, so little time. Although arriving fashionably late is good for some, you'll need to be on time to maintain your busy summer social calendar. Check out the new BlackBerry® Curve or Samsung BlackJack, exclusively from AT&T, for a slim, stylish phone that will keep you on time for all of those big events.
12. Maintaining a svelte summer body is no easy task. And although we can't take the work out of a workout, AT&T can make the workout a bit more fun and fashionable with a new ActiveWear Armband. Perfect for those on the run or hitting the weight room, this stylish armband will keep your phone safe and the music jamming while you sculpt and tone.
13. Excited to wear your new sundress to the beach? With AT&T, you can stay ahead of the storm and receive instant weather updates directly to your cell phone.
14. There's a time and a place for everything, including your Bluetooth headset. While going hands free is great for the beach, airport or car, take off the headset and set your phone to vibrate when out to dinner, at a club or in a crowded public place.
15. Being conscious of your body type is essential to good fashion. Form-fitting clothes can accentuate curves and give you a classic hourglass shape. That being said, be aware of the size of your phone and where you place it on your body. You don't want a protruding bulge outlined in your pocket ruining your perfect, body-shaping lines.

ABOUT ROBERT VERDI

No quote sums up Robert Verdi's flare for fashion better than a 1998 cover story in *The New York Times*' Style Section which said, "In the style universe, where fashion, decorating and the media are usually on different planets, Mr. Verdi travels comfortably between them. He is a jack-of-all-trades in a world where good taste and an instinct for the Now can be a passport across boundaries."

Best known as the fun, fashionable co-host of "Fashion Police" and "Surprise by Design," television personality and tastemaker Robert Verdi is no stranger to the Hollywood limelight. In fact, Verdi has worked with mega stars including, Hugh Jackman, Mariska Hargitay ("Law & Order: SVU"), chef Bobby Flay (Food TV), fashion designer Cynthia Rowley, and comedian Sandra Bernhard. He's also the notable stylist and close friend of Eva Longoria; Robert has helped dress the "Desperate Housewives" star for some of Hollywood's biggest events and even designed two of her Los Angeles homes.

Robert currently serves as the host of the Style Network's "Fashion Police," a weekly series about celebrity fashion, and is a frequent guest on such programs as "The View," "The Today Show," and "Live! With Regis and Kelly."

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