

**NEXIA**™

Holdings Inc.  
OTCBB:NXHL

Presents



JARED GOLD



Jared Gold's

# CZARINA

Spring 2008 Runway Event  
Free Admission



Friday, March 14th, Doors at 8pm Show at 9pm  
Live Performance by Miss Derringer After the Show  
Los Angeles Union Station  
800 North Alameda St.  
Los Angeles, California 90012

Avoid the traffic and parking hassles. Take Amtrak® to LA Union Station for the Show  
rsvp and get more information at [www.blackhandelier.com](http://www.blackhandelier.com)

## The Designer Jared Gold



Jared Gold has been creating fashion for men, women, and children since 1992. His breathtaking runway events have garnered an enviable following of clientele and international press. Due to over the top art direction and careful grooming of the crowd as well as the models, these revolutionary shows draw screaming throngs of fans to see his rarified design talent, and to drift into his remote and covetable dreamworld.

His collections are based on antiquated imagery, obscure historic references, and balls-out surrealism- coupled with lushly layered visuals, he expresses a completely fresh outlook on fashion. His goal in producing these events is to unite the public and invite them to take part in an event usually reserved for press and buyers. Gold is the originator of the jewelled Giant Madagascar Hissing cockroach worn as jewelry, know as the "Roach Brooch," and has guest starred on America's Next Top Model , as well as the BBC's Absolutely Fabulous.

## Starring Live on the Runway



**TRACI  
LORDS**

Infamous, fabulous Traci Lords holds an iconic place in American culture. The actress/singer/author/director has attracted fans across many genres. She has just finished shooting Kevin Smith's new film "Zack and Miri Make a Porno" for the Weinstein Co.



**AUDREY  
KITCHING**

Audrey Kitching is a buzz maker. She is a fashion model with edge and internet celebrity with many fashionista followers. Recently, Audrey traveled with Van's Warped Tour and its entourage of music acts, promoting her blogs and internet presence with followers that spiral into the hundreds of thousands. Audrey will be hosting MTV's coverage of New York Fashion week.



**TONY  
WARD**

Tony Ward is not just a model. The man's a legend. His modeling credits alone include consistent editorial spreads in L'uomo Vogue, (not only) Blue, Attitude UK, The Face, In Style, international campaigns for Belvedere Vodka, AG Jeans, Diesel, Justin Davis Jewels, H & M, J Lindeberg, Sisley, Roberto Cavalli, Fendi, Dewars Scotch, Dolce & Gabanna, Calvin Klein, and dozens more.



**LISA  
DAMATO**

Lisa D'Amato also known as "America's most notorious top model" was a runner up in cycle five of the popular television show America's Next top model. Lisa is a scandalous rapper and impeccable model featured in many fashion runway shows around the country and world. Lisa has recently signed a 6 figure recording contract with a Geffen Records subsidiary.



**JENNIFER  
CARPENTER**

Hollywood's wild child with starring roles in films such as "The Exorcism of Emily Rose" and "White Chicks", Jennifer has really made a name for herself on Showtime's "Dexter". After brutal training and practice sessions in Los Angeles, Jared Gold's Czarina runway event will be Jennifer's first time on the runway.



**MATHEW  
LUSH**

19 year old Matthew Lush used technology as his means for promoting animal rights and a vegan lifestyle. His live video streams have seen wild success online, and he ranks among the all-time most viewed/"befriended" users on the popular social networking sites Buzznet and MySpace. Lush also does a great amount of outreach for alternative lifestyle teens.



**JOANIE  
DODDS**

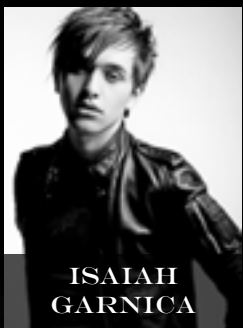
Joanie Dodds got her first break: not through an agency, but rather as a cast member on cycle 6 of the reality series "America's Next Top Model."

Since then, she's been anointed the title of "one of Pittsburgh's 25 Most Beautiful," graced Pittsburgh, Maniac and Whirl magazines as cover stories, and appeared among the pages of Elle Girl, GQ, and Seventeen.



**MAGEINA  
TOVAH**

Mageina Tovah is best known for her role as Glynis Figliola in the television series Joan of Arcadia. Tovah's television work include guest roles on a number of Feature Films and TV shows including Spiderman 2 & 3, NYPD Blue, Failure to Launch, and more.



**ISAIAH  
GARNICA**

Isaiah Garnica, 21, has walked in runway shows for brands such as Junker and Toni&Guy, and working with masterminds like Tim Burton, Floria Sigismondi and Steven Meisel. He made an appearance in the hit FX show Nip/Tuck last season and has two feature films in production this year.



**ANDREA  
FELLERS**

Practically born in front of the camera, Andrea Fellers was a hit from the start. Her credits soon grew to include Feature Films, Television, Commercials, Theatre, Print, and Runway. Her latest role is in Quentin Tarantino's new film "Hell Ride."



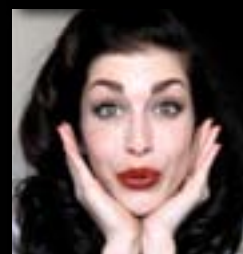
**CHRIS  
CROCKER**

20 year old Chris Crocker was catapulted into fame when a little video clip he made from his bedroom urged us to "Leave Britney Alone!" Over the span of just a few months, the video garnered over 15 million views. Time magazine ranked Crocker's "Leave Britney Alone" as the #1 most influential video clip of 2007.



**RAQUEL  
REED**

Raquel Reed is an implausible electronica rock star and astonishing model. She is the new face of the New York underground scene and an Internet celebrity with an absurd fan base. She is known for "changing her hair more than Joan Rivers gets plastic surgery." Her fan blogs and various profile contacts range in the hundreds of thousands.



**STEVIE  
RYAN**

Stevie controls on of the most trafficked video blogs on You Tube and Buzznet. based on her fabricated character Lil' Loca. Interviews with her have appeared in the Los Angeles Times, The New Yorker, and the Sydeny Herald. She has appeared on the Tom Green Show, Hosted her own TV show on the CW and is currently developing a project with Crispin Glover.



**PIERCE  
ROSS**

With a client list that unfolds less like a resumé and more like the Magna Carta, Pierce's catwalk creds include Marithe Francois Girbaud, Jessica McClintock, Roca Wear, Saks Fifth Avenue, Neiman Marcus, Baby Phat, and Ed Hardy. She has also been the lead contender on "The Janice Dickinson Modeling Agency" for three seasons. This is her second time walking for Jared Gold.



**JP  
CALDERON**

J.P. Calderon was the first male to be nominated "Hottest Reality Star." His first television appearance was as a contestant on the 13th season of CBS reality show "Survivor: Cook Islands," but he was later "signed" as a model by Janice Dickinson in the Oxygen series "The Janice Dickinson Modeling Agency." He has appeared on all three seasons, and now works full-time as a model--most notably for the underwear line 2(x)ist.



**KEITH  
WILSON**

Keith Wilson has been a professional runway model for years, spanning catwalks from Los Angeles to new york city. He has represented and walked for designers such as g-star and Morphine Generation. When not on the runway, Keith Wilson-- a.k.a. Keith2.0-- djs and runs Hollywood's biggest indie electro night, Club Moscow.



## Live Performance By Miss Derringer



Miss Derringer is a Los Angeles based rock band fronted by singer and underground artist Elizabeth McGrath. Miss Derringer is heavily influenced by American music of the late 50s and early 60s - particularly the vintage sounds of outlaw country, early 60s girl group pop. The band's lyrics deal with "honkytonk" subjects like prison, poverty, sobriety, God, death, marriage, murder, and alcohol. Their latest album includes guest musicians such as drummer Clem Burke from Blondie and was co-produced by Derek O'Brien of Social Distortion and The Adolescents

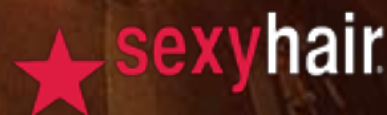
## Hosted By Clint Catalyst



Referred to as a red-carpet-stalking fashionista who's in the moment before anyone else is. Deemed everything from the King of What's Next to a stunning, spiky haired literary genius who's on top of the trends, Catalyst is a best-selling author, screenwriter, and actor by trade. However, his inimitable personal style is likely best summed up in L.A. Weekly's statement that "Catalyst, always fashionable, whether dressing the part as prince of the shadows or pulling off the most avant-garde designer pieces, has transformed into a local personality himself - a must-have in the front row at fashion shows all over Los Angeles."

## Black Chandelier Store On-Site

Your chance to get the goods this night only!



For Media and Press Tickets contact Evolutionary Media Group at [events@evolutionarymediagroup.com](mailto:events@evolutionarymediagroup.com) or at 323.658.8700

Photo credits: Lisa D'Amato photo by Lucianna Ellington. Audrey Kitching photo by Audy Bear. Stevie Ryan photo courtesy of Stevie Ryan. Raquel Reed photo by Debbie Rotkowitz. Clint Catalyst by: Fingers Crossed. Pierce Ross and J.P. Calderone by: Maendi Brooks. Chris Crocker by: Austin Young. Hanna Beth by: Fingers Crossed. Jared Gold by: Joey Moon



# "Czarina"

Jared Gold Spring 2008

Los Angeles

Jared Gold's Czarina collection beckons investigation into the tangible, darkly luxuriant, and playfully disturbing. The collection is based on imagery found throughout the life of Vasilav Nijinsky, considered the world's greatest ballet dancer. His life of elaborate costumes, sets, and mingling with nobility, eventually ended in madness. The clothing of the collection is encrusted with prints of jewels, luxuriant, flowing folds of fabrics and rarified fibers, all these elements harken back to the rule of the Czars, the world famous Bolshoi dance theater, and supported by the appallingly opulent vision of St. Petersburg's most decadent jeweler, Peter Carl Fabergé.





## **Caspian Promotion and Visibility Summary**

December 7<sup>th</sup> 2007

Gateway Grand Hall, Salt Lake City

Attendance: 1675

### **Advertising**

3 Full page advertisements and 1 page ads in "In Salt Lake this Week"

Full back page advertisement in S.L.U.G magazine  
December 2007 issue

1 quarter page advertisement in The Salt Lake Tribune

2500 strategically distributed promotional posters  
(See attached delivery report for locations)

### **Press Releases**

Released through Businesswire / Hundreds of Thousands of outlets

Appear on: Yahoo Finance, Google Finance, Stockwire as well as Nexia proprietary database and Stock Guru

Complete Press Releases available at [www.nexiaholdings.com](http://www.nexiaholdings.com)

*The Salt Lake Tribune Names Jared Gold One of Its 'Top 25 Cultural Power Brokers'*  
Released January 2<sup>nd</sup>, 2007

*Nexia's Black Chandelier Winter Fashion Show Gets Rave Reviews in 'Variety' and More*  
Released December 20<sup>th</sup>, 2007

*Nexia's Black Chandelier Announces Sponsorship Opportunities for the Jared Gold 'Caspian Collection' Runway Show*  
Released November 8<sup>th</sup>, 2007



*Nexia's Black Chandelier Presents Holiday Fashion Runway Event Hosted by Fashion Icon Published in "Paris Vogue"*

Released October, 30<sup>th</sup>, 2007

## **Web traffic**

Between November 22, 2007 and December 07, 2007

1492 unique emails registered for seating tickets

(See attached web summary for click-throughs and referral sites from blackchandelier.com and nexiaholdings.com)

## **Media**

Variety Magazine Online Article on Stylephile.com by Caroline Ryder

Posted December 9<sup>th</sup>, 2007

Channel 2 news in-venue interviews

Aired date 12.07.07 10 o'clock news

Channel 2 Fresh Air Morning News

Aired date 12.08.07 7am morning news

City Weekly Article cover feature on Jared Gold

Week of 12.15.2007

In Salt Lake this week feature on Gold's Apartment and upcoming show

Week of 12.22.2007

In Salt Lake this week cover feature on Clint Catalyst hosting Jared Gold's Caspian

Week of 12.06.2007

In Salt Lake this week Event wrap up

Week of 12.13.2007

Salt Lake Tribune Names Jared Gold One of Its 'Top 25 Cultural Power Brokers'

Released 01.02.2008

## **Viral Marketing**

Independent fan video posting highlights

<http://www.youtube.com/watch?v=ENnasFo08j4>

<http://www.youtube.com/watch?v=tEcL107S780&feature=related>

<http://www.youtube.com/watch?v=U1bq9tzP0mk&feature=related>

<http://www.youtube.com/watch?v=hCJJv6tD-Ho&feature=related>

[http://www.youtube.com/watch?v=n9u2BxBVS\\_k&feature=related](http://www.youtube.com/watch?v=n9u2BxBVS_k&feature=related)

<http://www.youtube.com/watch?v=UsU3BSJG9oY>

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&VideoID=23592675>

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&VideoID=23594932>

<http://clintcatalyst-jaredgoldrunway.buzznet.com/user/photos/?id=24705591>

<http://clintcatalyst-jaredgoldrunway.buzznet.com/user/photos/?id=24705551>

<http://newcitymovement.typepad.com/newcitymovement/2007/12/caspian-ruins-y.html>

[http://mavrixonline.com/mavrixonline/2007/12/wild\\_child\\_on\\_the\\_runway.html](http://mavrixonline.com/mavrixonline/2007/12/wild_child_on_the_runway.html)

<http://www.buzznet.com/tags/jaredgold/video/2315071/audrey-kitching-clint-catalyst-and-jared-golds/>

previous  
jared gold  
shows







Old Bank, Downtown Los Angeles



Shrine Auditorium, Los Angeles



Spring and 4th, Los Angeles



Shrine Auditorium, Los Angeles



Gramercy Park Ballroom, New York City



Los Angeles Theater



Los Angeles Theater



Los Angeles Theater



Bryant Park, New York City







press



## Jared Gold / Black Chandelier

### Press List:

America's Next Top Model  
Good Morning America  
CNN  
Inside Edition  
Nippon TV  
Tokyo Shimbun  
Reuters TV  
Bravo  
E Entertainment  
PAX  
The Carson Daily show  
The View  
Variety

RTL Television Europe  
Barcroft Media Ltd. London  
John Chapple for British Papers  
Flash News  
MB Pictures  
UPN  
VH1  
WB

Italian Vogue  
French Vogue  
Vanity Fair  
Swindle  
Rolling Stone  
Women's Wear Daily  
Domino  
Lucky  
Elle  
Daily Candy  
Glue  
Paper

W Magazine  
Washington Post  
USA Today  
New York Post  
New York Times  
LA Times  
LA Weekly  
The Times Union  
AdWeek  
Splash News California

BBC  
NBC 54 KXAS TV Dallas  
Entertainment Sensations  
KRCL Radio

Barberi Talk Radio Program  
Vittoria Designs  
Bigelow Aerospace Las Vegas

NBC KSL5 Salt Lake City  
ABC KUTV2 Salt Lake City  
FOX 13 Salt Lake City  
Salt Lake Tribune  
Salt Lake City Weekly  
Salt Lake Magazine  
In Utah This Week  
SLUG Magazine  
The Enterprise

1895 (Swarovski's Magazine)  
Caché International  
HQ Magazine  
Hintmag.com  
Zeit Wissen!  
View  
Spanish Pest Control News Magazine



# "Caspian" Captured

BY AMANDA CHAMBERLAIN  
 achamberlain@inthisweek.com

Friday's "Caspian" fashion show by Jared Gold of Black Chandelier brimmed with more models, Web celebs and scenesters than a night at L.A.'s Hyde. Gold called up a slew of his celeb friends to model for the event, including former "America's Next Top Model" finalist Lisa D'Amato; pink-haired Buzznet

diva Audrey Kitching; and "Janice Dickinson's Modeling Agency" contestant, Nyabel.

IN went behind the scenes before the show, braving the hairspray cloud to chat up the runway walkers, hair and makeup artists and event organizers. And even with a runway clocking in at a lengthy 90 feet, the male and female models pulled off Gold's epic fashions with bold poise.

Fashion show attendees flocked to The Trapp Door for the after party, where the models (including Sarah Kilbride Johnson and Sharyl Prissy) danced and partied with club goers and photographers (us among them). Lisa D'Amato took the stage after midnight, singing tongue-in-cheek, poppy hip-hop for her world premiere musical performance.

Here are the happenings as told by our camera lenses.

Photos by Amy Spencer and Amanda Chamberlain | In Utah This Week





YOUR WALLS COULD TALK, THEY WOULD ASK FOR THESE. 50

## SHOPPING

## Black Celebration

**With a party traversing all four of its clothing stores, the Black Chandelier Road Rally is good as Gold**

BY AMANDA CHAMBERLAIN

achamberlain@inthisweek.com

When a party's involved, you can bet designer Jared Gold, the mad scientist behind Black Chandelier's fresh and twisted fashion, avoids the usual mix-tape-and-beer-bong shindig. Instead, he opts for a celebration brimming with all things eccentric, vogue and wild.

"We always loved having wild concept parties, and this is going to be the largest and wildest," Gold said.

Salt Lake City's glittery diva of fashion boutiques will throw the multi-stop Black Chandelier Road Rally on Friday, Aug. 24. Hailed on the flier as "one giant party," this ballistic bash will traverse all four Black Chandelier locations, starting at Trolley Square and ending at the Shops at Riverwoods in Provo. Each stop will feature a different theme, complete with live performances and music, distinctive snacks and swagilicious handouts. See below for the evening's complete itinerary, straight from the mastermind's mouth.

But a party of this scope doesn't come without a lengthy list of to-dos. Gold has the entire Black Chandelier squad in on this "complex" event to make sure all participants get a smooth, hiccup-free ride.

"Everyone from the graphic designers to retail-level associates have had their hands in the planning and execution of this event. The art direction alone is going to require three people per location to execute it properly," Gold explained.



Photos courtesy of Black Chandelier

**Jared Gold takes his show on the road, lollipop in pocket.**

But the work is worth the reward, as the Rally harbors a favorable agenda for the boutique.

"It will give people a reason to visit all four of our stores and experience the total vision of Black Chandelier.

One of the stores Gold says is often missed by Salt Lakers is the location at the Shops at Riverwoods in Provo, which carries a strange, sweet-toothed aesthetic.

"I think it's my favorite store; it was built to look like the candy shop in Willy Wonka and the Chocolate Factory," Gold says.

In addition to driving shoppers to every locale, the Road

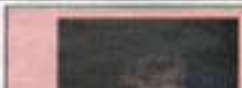
➤ **See Black Chandelier, 51**



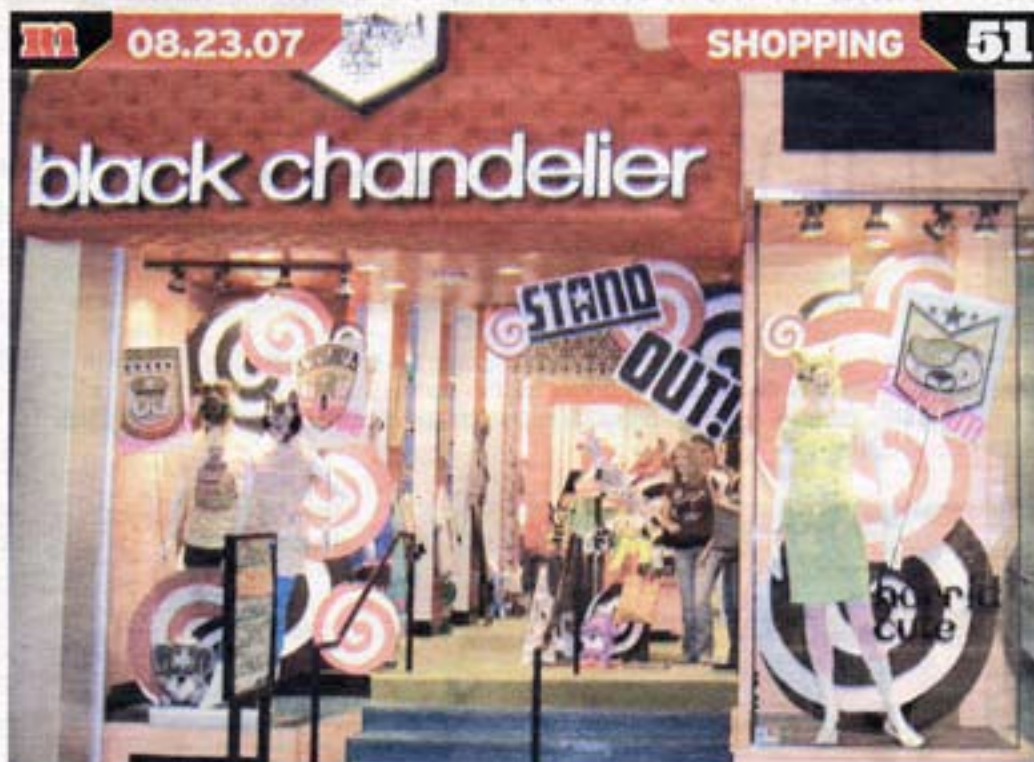
red bloom  
by Popper (\$42)



snakecharmer  
by Miss Me? (\$50)







Digital Lov will be making some noise at Gold's Fashion Place store.

## Black Chandelier

➤ Continued from 50

Rally will host Gold's unveiling of Black Chandelier's new fall clothing, which includes his brand new, environment-friendly line of "beautiful layering basics" made from bamboo fiber.

"It feels like silk and cashmere, but wears like your favorite T-shirt," Gold

explains. "These items truly are guilt free. It's Black Chandelier's commitment to keeping the world beautiful and green."

And if an action-packed night of fashion sneak-peeks, unique performances and free stuff isn't enough, Black Chandelier aims to toss out

more motivation by rewarding participants who frequent all four Rally stops with \$25 gift cards to the boutiques.

You heard Gold: This is going to be Black Chandelier's "largest and wildest" fete, so get your cars gassed up and ready to hit the Road Rally for an event-filled night of electric-pink cotton candy, edgy tunes and fashion-forward festivities. ■



11 12.06.07

CASPIAN RUNWAY EVENT COVER STORY 25

# Caspian Spree

Local fashion designer Jared Gold gets dark and Danish with his latest runway show.

BY AMY SPENCER  
aspencer@thisweek.com

It's the moment a fashion-starved Salt Lake City has been waiting for since last year's runway extravaganza. Jared Gold strikes again with an event bigger and better than a Missa Toys performance or roller-skating obstacle course with frightening and adorable creatures.

Artists of all varieties strive to do what they've never done before by exploring resisted territories. Gold is no different. With his Caspian collection, which debuts on the runway Dec. 7, Gold admits that he typically "avoids black like the plague."

"[The collection] is very dark, with lots and lots of black," he says. In the same breath, he feels that this is "definitely the most beautiful collection" he's ever made.

Defined with heavy wools and faux furs, Gold describes the inspiration as a "Noelle Belle Epoque" with a "biomorphic feel."

Noting an inspiring photograph of a street in Copenhagen, Gold describes "how the light and the mist looked, it was like the city was in a silhouette, so I started following the art line with King Christian IV [of Denmark]." Gold continues to describe how "art nouveau and Belle Epoque happened around the world at the same time."

The historical journey discerned his visual sensibilities when he saw King Christian's throne room: "It was all narwhal horns and pewter and this blood red velvet," Gold enthuses. "I got really inspired by what I call a cloistered art identity or art movement."

Still stitching dark fabrics for nearly 40 models, Gold's partially exhausted eyes light up as he tells how there are anywhere from 50 to 75 looks, amounting to approximately 250 pieces the Black Chandelier elves have been creating over several months.

Reflecting on last year's Quiet Army runway show, also held at the Grand Hall at The Depot, Gold feels like it was "a big triumph because of the reaction it got and how everybody wanted to come see it."

The 735 available seats reserved through an online RSVP list were spoken for within 12 hours, even through the inconvenience of a six-hour crash on the site. Now this year are VIP seats on the front row for \$100. The price may seem steep, but the value of the gift bag goodies more than make up for that.

Seeking to outdo himself yet again, this year's show is loaded with even more surprises that you must see to believe. "This show is so far over the top and it's so intense. This show is totally going to put an Aerosmith rock show to shame," Gold boasts.

Not limiting himself to an explosive runway show, Gold, also known for amazing party concepts, is thrilled to have his guest models

at an after-party not to be missed. "America's Next Top Model" Season 5 contestant Lisa D'Amato gives a world debut performance of her hit from YouTube. Meanwhile, "Audrey and Raquel are going to be serving concessions and interacting with people and then we're doing the high stakes spin the bottle in the make-out room with Stevie and Clint," Gold snickers. "I'm not going to let out any secrets out about how that's going to work."

The following day, the Black Chandelier store in Fashion Place mall will host the guest models, where some will sign special Black Chandelier T-shirts and others will assist with shopping and fashion questions.

Gold takes an optimistic view about designing couture in a city a fraction of the size of a fashionably loud L.A. or New York. "I want people to think outside of the Utah box. What we're trying to prove is that just because we are here doesn't mean the world doesn't pay attention to it."

"People don't always understand that fashion isn't this thing that comes from a store, it's an art form, and it requires endless hours of designing and planning and architecture."

The response from Salt Lake City has been surprising and satisfying, Gold explains.

One of the greatest aspects for him is that shows like this don't happen in big cities. In other words, the public is not invited to watch a fashion show—it's press, celebrities and special invites only. "That is why the press comes, like the 'L.A. Times' and others."

Even before Gold sends the choreographed production of models donning his darkest collection down the runway, he's orchestrating a spring showcase called "Carina."

With even more surprises in store, the imagination can wonder what tricks Gold has up his sleeve for his next tour de force.



Gold: Keyed in, obviously.



# WEEKEND EDITION Los Angeles Times



**OPPOSITE PAGE** The wedding of the bride and groom, seen from the back of the bride's head.

## THE BRIDE WORE BLACK

When these goth rockers got married, they put their mark on wedding tradition.

By [Name] and [Name]

**A** wedding that was a celebration of the goth subculture, the bride and groom, both of whom are members of the band The Jesus and Mary Chain, got married in a ceremony that was a celebration of the goth subculture. The bride wore a black dress, and the groom wore a black suit. The ceremony was held in a dark, industrial setting, and the music was a mix of goth rock and industrial.

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## THE GUESTBOOK

Here are some of the most memorable moments from the wedding of the bride and groom, both of whom are members of the band The Jesus and Mary Chain.



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Salt Lake  
**City Weekly** FREE  
www.slweekly.com

UTAH'S INDEPENDENT NEWSPAPER | NOVEMBER 15, 2007 | VOL. 24 NO. 28

# Hot Couture

By Stephen Dark



Black  
Chandelier  
founder  
**Jared Gold**  
reaps what  
he sews.



## Eye Candy

Meet the A&E page formerly known as 24-Seven  
ESSENTIALS, p.29

## Blunt Impact

Season finales of *Weeds* and  
*It's Always Sunny in Philly*  
TRUE TV, p.55



## Locals Only

New CDs from Vile Blue  
Shades and more  
MUSIC, p.56





Hot



## Couture

Black Chandelier founder Jared Gold reaps what he sews.

By Stephen Dark | sdark@slweekly.com | Photos by Joey Moon

The punch caught Jared Gold on the side of the face, sending his coke-bottle glasses flying. The 20-year-old fell to the ground, almost unconscious, as rednecks kicked him, shouting, "Fag! 'Pussy' and 'Faggot'."

He ended up on his back in the rear of his parents' motor home. Gold could hear the young women he'd driven with to a Rimborg, Idaho, nightclub that Friday night in 1992 screaming at the thugs to leave him alone. Almost blind without his glasses, Gold rolled over onto his side and fumbled for his father's chainsaw. The fledgling fashion designer had decorated it with rhinestones for a photo shoot to promote clothes he had designed for a rave.

Jumping out of the motor home, he chased after his fleeing assailants, while struggling to start the chainsaw. "Talk about justice being served," he says now of the dramatic turn in events.

The four youths piled into a pickup and pulled rifles from the gun rack. Gold fled back to his camper, flung himself into the back, dropped the chainsaw and climbed over the screaming women into the driver's seat.

He headed for the freeway, while the pickup came up from behind and swerved at him, trying to force him into oncoming traffic. When he got onto the freeway, the pickup slammed the camper's back, the cabriestry splintering, as passengers and chainsaw bounced left and right each time the truck slammed into the motor home. Finally, Gold's pursuers got bored and peeled away.

This wasn't the first time Gold, who grew up in southern Idaho, suffered at the hands of his neighbors. His final years in Idaho Falls Junior High were plagued with emotional, psychological and physical abuse from, he says, "the popular Mormon kids." They seemed dead set on

driving him to suicide. The only difference between his classmates and the rednecks, Gold argues, was the driver went to jail for attempted manslaughter.

Visit Gold's Black Chandelier clothing stores in Salt Lake City and Provo, and you'll find silk-screens printed imagery that suggests a fascination with violence. There are diamond-encrusted knuckle-dusters, sugary cutthroat razors and even images of Victorian chainsaws emblazoned across expensive T-shirts, hoodies and ruffled shirts. But the designs are so whimsical, they seem more objects of barbed parody than distress.

Self-described witch, artist and childhood friend, Los Angeles-based Darcy Megan Stanger, who legally changed her name to Daise Darcy, describes Gold's aesthetic vision as "hillbilly rococo, gothic dark fantasy, high haute couture." That doesn't include influences such as the psychedelic '60s, Victorian restraint, circus imagery, King Ludwig of Bavaria, children's puppets and a fascination with all things sweet and decadent. Stir all this together, and you get a hint of Gold's world.

Gold's vision is fundamentally a product, he says, of mixing "unlike elements to scare them into something new." Last year, for his first Salt Lake City fashion show, Gold melded polygamy and witchcraft for his eerily beautiful, if at times abrasive, Quilt Army collection.

But breaking in from the fringes of fashion design hasn't been easy. He's battled chronic bad timing and meddling investors. Part of Gold's dynamic also includes an attraction to situations many others would find intolerable. "It seems like I do really well in scenarios with no resolution, open-ended, semiprobable, [that] maybe have no end in sight," he says.

Some of these raw tensions show up in his features. His conservatively styled

Mohawk and obelisk-shaped ear studs seem to vibrate with the intensity with which he finds and interacts with the world around him. At the same time, his delicate, high cheekbones and dazzling blue eyes suggest a fiery, childlike innocence. Think Antoine de Saint-Exupéry's Little Prince gone punk.

Such contradictions spill over into his life. Take The Church of Jesus Christ of Latter-day Saints. Gold, who's gay and in a relationship, says he's Mormon and ardently follows LDS Church teachings on, for example, not drinking alcohol. But, only 18 months ago, he turned his back on church attendance for good, he says, in part because of its destructive impact on his personal life.

Then there's Gold's decision to locate himself in Utah. His avant-garde conceptual design work when he lived in east Los Angeles for 10 years helped pioneer the contemporary Los Angeles fashion scene, says *Appear! Now!* L.A.-based journalist Alison Neider. While some might scratch their heads at such a creative force moving to a town where avant-garde is, for many, a dirty word, for Neider, his move to the Beehive State makes sense. In Salt Lake City, "he doesn't have to tailor collections to meet the needs of his retail audience. He's built his own retail audience."

Gold came to Utah to make, he says, "beautiful things." But the takeover in 2006 of Black Chandelier by Nexia Holdings, a Salt Lake City company whose penny shares are traded on the Over-the-Counter Bulletin Board, has left him little time for creativity. Indeed, Nexia's plan to turn Black Chandelier into a national chain has Gold at full stretch. He oversees merchandising, the East Wasatch Front stores and the Website. And now he's preparing the dark Nordic lines of his next runway collection, Caspian, which debuts in the Grand Hall at The Gateway on Dec. 7. "I have the burners







turned up on me as high all the time," he says. "I have no room to go any further."

Ironically, he says, like to keep him scared and frantic. That way they get the most out of him for the least money. Several financial backers have sucked the seed out of him, says Los Angeles friend and America's Next Top Model scriptwriter Clint Catalyst. But then, Gold says, "having money troubles making stuff, that's all fashion ever is."

Nexia, however, is a departure for Gold. Owner Richard Surber was also Gold's first serious lover. Such is their level of trust, it seems, that Gold has no employment contract with Nexia.

"This is a very dangerous game we're playing," Gold says about Black Chandelier's expansion plans—particularly given that, so far this year, the design house has racked up \$750,000 in losses, due in part to investment in the stores. Such figures only up the pressure on Gold to produce merchandise for holiday sales that will turn the year around financially. "Gok to make sure the goose gets fat," he says. For a man who says he has a strangulating urge to create, Gold seems to thrive on pressure.

Aspects of his current financial and working situation might sound bleak and depressing and, believe me, sometimes I'm there," Gold says. However, he continues, "I get to do marvelous things and that's really what my life is all about."

## Black and Blue

Los Angeles Magazine's style editor Laurie Pike traces Gold's aesthetic to his LDS upbringing in Idaho. "A lot of the greatest fashion talent comes from small towns where you create your own world, instead of reading Vogue," she says.

Gold grew up in Idaho Falls, the second son of five children of a devout LDS couple, Sam and Gary Gold. "You got new clothes once a year when school started," Gold recalls. "Three shirts and two pairs, and those were the clothes you wore all year." Coming from a modest background, "makes you a little more bullish," he continues. "You're not afraid of [poverty] happening to you, because you've already been there."

Not that he had time to think of himself as poor. He and his two brothers would get their father to zip them up in garment bags and roll them down the Idaho sand dunes for hours on end. His mother read the entire L. Frank Baum's Oz series to them. Gold's love of a monochromatic hue for Black Chandelier's high-end Jared Gold line is a riff on characters from the series. Baum's books "were such an education in my creativity, seeing how far it could go," he says.

When Gold was 18, he met 11-year-old Diane Duray. They spent summers hunting ghosts in abandoned houses that other children would have been terrified going into. Along with ghost hunting, Gold nurtured from an early age his passion for experimenting with fashion grounded in his faith-based values and upbringing. As a teen, he took apart a broken antique mantle clock and stuck the screws all over his shoes. Then he drew a vision on a men's dress shirt from a thrift store. "I thought what I was doing was interesting, that people would understand that."

All that fellow junior high students understood, however, was that Gold was different. Their bullying peaked during his senior year. Posters advertising fax events, parties, a trip to Laguna, would always have a smearing caricature of Gold in a corner saying he was doing something different. When Gary Gold went to the school to complain to the principal about his son's treatment, he wept at the sight of the posters.

"One person acted like his friend, then hit him in the face," his mother remembers. She feels part of her son does not open up because of those experiences. Gold agrees it changed him. "But I wouldn't be what I am right now if I hadn't gone through what I did."

He graduated from school in 1990 two weeks early and went to Brigham Young University-Hawaii to study piano and languages. But when he decided he didn't want to compete in music, he returned to Idaho. There he organized raves with themes like "Alice in Wonderland." He turned the inside of a large building into a two-story house of cards with snails that people could ride around in. In his garage he designed court-jester hats and T-shirts with screen-printing ink you could taste. Then, at 19, he jetted to Los Angeles to sell all over United States selling rave clothing.

When he was 21, he moved to Salt Lake City and made "spooky-looking fingerin'," he says, for Blue Boutique. One night in 1993 at a club, Gold's stacked horns, yellow shirt and platform shoes caught the eye of 25-year-old Richard Surber.

## Brain Melt

Surber came to Utah from Florida at age 17 to study finance and law and work with his uncle, Allen Z. Wolfson. In the late 1970s and 1980s, Wolfson was convicted of, among other things, bank fraud and making illegal political contributions, the latter resulting in him doing two years in jail. Convicted in 2003 of securities fraud, Wolfson has spent the last four years in a Brooklyn jail awaiting sentencing. But when Surber and Gold met, uncle and nephew were enjoying happier times working together to turn around troubled businesses.

Surber and Gold dated for two years. It's a mutual sense of ambition brought them together, Gold says, differing emotional needs eventually split them up, but they still remained friends. In 1996, Gold left Salt Lake City to go to Otis College of Art & Design in Los Angeles. With 20 hours of homework a week his first year, there was no time for work. "I was practically starving," Gold says. "I stayed up all night making party dresses for rich girls so I could eat."

In his second year at Otis, Gold worked at Los Angeles' famous high-end clothing store, Fred Segal. Its renowned buyer, Mara White, urged him to strike out on his own.

Pike was the only journalist at Gold's first runway collection in 1998, entitled "Haunted Wallpaper." It was "the very essence of why I thought L.A. fashion was so exciting at that time," she says. The models' dresses featured Victorian silhouettes, and they sported live Madagascar hissing cockroaches. Gold's approach was from "this twisted carnival point of view that was so fresh," Pike recalls. "It was definitely one of the best fashion shows I've ever been to."

>>



When Gold was offered a crack at a major runway show by the Gen Art Foundation in spring 2001, he decided he would give the fashion industry both barrels with his Black Dahlia collection.

In his design statement for that collection, Gold wrote that, without focusing on the infamous 1947 murder of Hollywood starlet Elizabeth Short, "we move directly to the point in which her separated spirit and body were alone in the Hollywood Hills with the darkness, crickets and hushed breath." Gold had models walking down the runway with their teeth blacked out, wearing masks that mimicked marionettes hanging from their outstretched hands.

Some journalists were less than impressed. "Usually, when people get an opportunity like this, they want to make it sellable," he recalls one critic saying about his show. "But Jared came out and melted our brains." The show, Gold says, did exactly what he wanted. "I called [the fashion industry] out: This is what I want, this is what I like, and this is what we're going to do, and that's final."

## Death From Above

In New York City's Gramercy Park Hotel on Sept. 9, 2008, Gold and his mother sat at twin Yamaha grand pianos and played a duet by Aram Khachaturian to the crowd assembled in the Winderwood Room to see his Golden Syndrome collection.

The collection was about "the quiet dusty moment before the rain begins," he wrote at the time. Earlier that year, he'd set up Black Chandelier as a T-shirt line. With his darker ideas shifted to the T-shirts, Gold pursued a surreal, sexy mood with Golden Syndrome. The dresses were light, their lines clean and he used colors new to his work like turquoise and pomegranate.

The *New York Times*' Amy Spindler wrote it was "the most charming show ever witnessed." Japanese buyers were flying in to buy "the most beautiful collection I've ever done," Gold says. "Everything was going perfectly for me."

When he and his boyfriend woke up in a New York hotel room on Sept. 11, the world had changed. His parents, frantic at the TV coverage of the World Trade Center Twin Towers' collapse, burst into his room. They all went down to Hudson Street to see for themselves what had happened. An army of white zombies emerged from the inferno's dust storms, their eyes red from the dust and crying. Body parts littered the street, the smell of burning flesh and hair hung heavy in the air.

The Japanese buyers never made it to New York. The collection was stuck in Gold's hotel. "It vaporized into the strata," he says.

He went back to Los Angeles, but his luck didn't improve. "I went from group after group of people trying to use me to make their company look like it had any validity in the fashion world."

Those investors, he says, "were kind of the end of me in L.A."

In 2003, Gold returned to Salt Lake City. "I wanted to come here, I needed the support [of nearby family and friends]." All he had to his name was a broken-up car, which exploded shortly after he reached Utah, and the Black Chandelier trademark.

Surber was happy to see his ex-lover. He'd always wanted to start a business with a boyfriend. Now he had the chance, he says, to help a friend. Surber owned a public-company shell Gold could use to set up funding for selling his clothes wholesale to stores like Barneys in New York City. The financier helped fund clothing production. Despite having been burned by past investors, Gold saw his business partner in a different light.

"Richard has no interest in the creative part of it, so it's perfect," Gold says, adding, "as perfect as it could be, I guess."

## Gentlemen's Agreement

Gold became president of the shell, which was renamed Dark Dynamite, and reverse-merged Black Chandelier into it in 2004. Surber sold the shell to a Chinese amusement park company in November 2005. Shortly after, Gold's wholesale business collapsed after just one season. "We were really struggling being in Utah," Gold says. He couldn't get the fabric he wanted or communicate with his contacts.

In 2006, Surber, as first creditor, foreclosed on Black Chandelier's assets, including the logo, and took them into Nexia, along with Gold. "In my mind, I'm thinking, 'Once again I lose everything,'" Gold says. But it's OK, he adds. He trusts Surber to ensure that he will receive his financial due in the end. The designer recently received \$250,000 in Nexia Class C stock. Surber owns all the Class A voting stock.

Before foreclosure, partly on a whim, partly to test the market, Gold and Surber leased out, for the 2004 holiday season, space in Truitt Square. While Gold says all they need is a good Web-based store, Surber has pushed to open three more stores in Utah. Surber admits that the three stores openings were "maybe a little too fast." But Nexia, Gold adds, had to open the stores to show investors they were growing.



"This is what I want."  
—Jared Gold calls out  
the fashion industry

Surber says his "interest lies in building a forest." That forest will consist of both Black Chandelier stores and new branches of a hair salon run by Matthew Landis in downtown Salt Lake City, of which Nexia is the majority owner. "Between the eyes of Matthew Landis and Jared Gold, if we can get them in line, it will be a forest," Surber predicts. "If we can't get that in line and in control and structured properly, we will have a train wreck."

Equity aside, raising development capital, which is Surber's job, is a crucial issue. But "it's proving really difficult," Surber says, to finance Black Chandelier and Landis' expansion. Two stores in Seattle and Los Angeles closed down because of management and cash-flow issues respectively. Surber's been trying to raise money by selling Nexia stock to a hedge fund but the Securities Exchange Commission has spent more than two years analyzing Nexia's paperwork on the deal. The slap on the wrist Surber received from the SEC in 2003 over late filings for 34 shell companies he owned or had been associated with couldn't have helped advance his cause, either.

Despite Black Chandelier's current financial woes, an independent audit valued Black Chandelier at \$1.7 million in 2006. But an evaluation based on potential future earnings doesn't help Gold much. He goes months without getting paid so other bills can be met. When Gold enters Surber's office to complain of his unpaid rent or wages, the financier cuts him a check. Gold says he's willing to make sacrifices because of his loyalty to his staff, Surber and his own aesthetic vision.

Gold's family and friends worry about his vulnerability. "All my friends and family think I'm being victimized here," he says. "I come to work every day, don't I?" And, were he to quit, in all probability, Black Chandelier could not survive, which seems to reinforce the unspoken power-balance between the two friends.

Surber is adamant "there's no way in hell [Gold's] being taken advantage of." The financier has gone \$1 million in hock betting on expanding Black Chandelier into a national chain. "What does Jared lose if the whole thing fails?" he says. "Nothing."

Fashion writer Pike thinks the relationship adds up. "It's very hard to stay true to yourself and have a financial partner," she says. "The challenge is to get married to someone and not have to compromise."

## Words of Wisdom

When Pike attended Gold's spring collection show earlier this year in Los Angeles, she says people screamed from beginning to end. When a friend who'd never attended a fashion show before asked if this was normal, "I lied and said, 'Yes.'" There's an innocence to his shows, Pike adds, that stands out in a city where everybody's so jaded.

Perhaps because of that very innocence, fashion leaves Gold wanting. "I don't



want to become caifous, hardened, making this entire living based on making superficial things, clothing and how people look," he says. So, he searches for ways to balance his career with deeper meaning. In Los Angeles, after years of being inactive, he'd become nostalgic for LDS ward life. Once back in Utah, he returned to his church.

He adores many aspects of Mormonism. During weekday lunch hours inside the LDS Tabernacle on Temple Square, Gold sometimes hunches over a drawing pad, sketching out his latest designs while the daily organ recital thunders out hymns. Gold marries everything together, he says, while "my bowels shake with the music."

Then there is his passion for Desert Industries, the LDS Church's thrift stores. "I've bought quite a few pieces from the DI which we've replicated in my vision," he says.

Follow him around the dress racks at his favorite DI store just off State Street, and he forensically analyzes dresses that catch his eye.

Anything mind-blowingly hideous, he says, is undoubtedly a bridesmaid's dress. One neckline-challenged dress he decries as "for a scared, neurotic woman."

A seemingly shapeless black-wool gabardine piece, however, has him drooling. He posits its former owner would have had a "flame pair of shoes," and jewelry "that would just own it." This dress, he says, "is this woman's getting-down-to-business dress. [She's] going to find a man right now, and this dress would do it for her."

But if he's at home in the DI, other aspects of LDS culture make him less comfortable, notably the church's position on homosexuality. While the church accepts gay members, they are expected to be celibate. As a gay Mormon, he says, "I felt a lot of guilt, self-hatred and loathing, and there didn't seem anybody interested in just hearing those feelings." The church's attitude, he says, was "you need to feel that because you are broken, and you need to fix it."

When he moved to Salt Lake City, he dated a gay Mormon man. At the same time as they were having a sexual relationship, Gold's erstwhile partner also was, he says, judging him for being gay. "That was really the end of me and the church."

If his sexuality, he says, "was pretty much shame-based up until two years ago," it only changed because he started to realize "the shame, the judgment placed on you was unfounded, it was nobody's business but your own."

If church failed to provide the safe harbor he sought, neither did visiting the Salt Lake City location of Ream's Foods.

Whether to punish himself for fashion's shallowness or to reconnect with the poverty of his childhood or to witness what he describes as "the humbling struggle of people living their lives," for a time, Gold shopped at the bargain supermarket three

times a week. While pushing his cart around, he followed people who interested him, looking for wedding rings and examining the contents of their baskets to spin stories about their lives. "In my mind, I'm twisting it into something that it's not supposed to be," he admits. With his quick eye for detail, Gold notes the way people buy ground beef, lettuce, white bread, milk "and a horrifying treat-like snack, and you can tell it's their week of shopping."

One day, he realized his fascination with Ream's was becoming unhealthy. "I'd become this person that was now plodding along with the tiny little portions of food in the basket," he says. He switched to Smith's where, he says, he found people his own age with careers.

## Fashion War

To bring his sense of spiritual wonder to the world, Gold says, "You have to fight to carve out what you need and what you want to do, because it doesn't exist yet."

If Black Chandelier doesn't succeed, he will pick himself up and carry on fighting. "I have no fear of failure, because success and failure are a hair's breadth apart."

The same fearlessness Gold displayed chasing down rednecks with his rhinestone chainsaw might also be on display come Dec. 7 when he premieres his Caspian collection in Salt Lake City. "I'm going down a vein I've never gone before," he says. Whether it's exhaustion or the expectations of fans and critics alike, he says the collection "is beyond dark, a nightmarishly opulent black." He listened to Norwegian death-metal bands while drawing the clothes, which feature beautiful screen prints of a 19th-century Copenhagen at dusk. But beyond the beauty, he says, there's a sense of vengeance in this collection. Ask against whom and he says, "I don't know. Maybe everybody."

Whether a distillation of all his struggles over the last year or a reflection of where he finds himself now in Utah, the Caspian collection finally is what Gold is all about: making clothes that take the eye and the senses to places that smell strange, sensual worlds only Gold can imagine.

Each season, Gold finds a quote to put on his clothing tags. He says the quotes reflect his struggles. One, "Fashion is fleeting, but Black Chandelier is forever," suggests a yearning for the success that has as yet eluded him. Another, "Beauty is the start of a terror we can hardly beat," from early-20th-century writer Rainer Maria Rilke, hints at both the anarchist and the aesthete in Gold's personality. But it is this year's slogan that best evokes Gold's ambiguity as to who he is and what he does: "Anything is possible—but it has its price." **BY**

SKI TUNE UP

CLOTHING

SELF PARK



Digital Lev will be making some noise at Gold's Fashion Place store.

## Black Chandelier

**Continued from 50**

Rally will host Gold's unveiling of Black Chandelier's new fall clothing, which includes his brand new, environment-friendly line of "beautiful layering basics" made from bamboo fiber.

"It feels like silk and cashmere, but wears like your favorite T-shirt," Gold

explains. "These items truly are guilt free. It's Black Chandelier's commitment to keeping the world beautiful and green."

And if an action-packed night of fashion sneak peeks, unique performances and free stuff isn't enough, Black Chandelier aims to toss out

more motivation by rewarding participants who frequent all four Rally stops with \$25 gift cards to the boutiques.

You heard Gold: This is going to be Black Chandelier's "largest and wildest" fête, so get your cars gassed up and ready to hit the Road Rally for an event-filled night of electric pink cotton candy, edgy tunes and fashion-forward festivities. **B**



# Wave Maker

From book covers to "door whore" to writer and weight-loss icon, Gold accomplice Clint Catalyst knows them all.

BY AMY SPENCER  
aspencer@thisweek.com

Web phenoms Tay "Chocolate Rain" Zonday and Tila Tequila have exceeded their 15 minutes. Their personalities would slide under the radar, completely unknown without the aid of the Internet.

Even before the "series of tubes" was a sensation, Clint Catalyst was following a path comparable to getting discovered in a similar fashion. Growing up in small-town Arkansas didn't particularly lend itself to launching this writer, model and fashion icon's career, but his passion, innovation and charisma did more than just get him noticed.

"I did these things called Friendship Books, or 'File'" Catalyst explains in a phone conversation from his Los Angeles bungalow. "It was like MySpace or Buzznet, only it took a really long time because they were little handmade books. It was sort of the same way people

make a page on MySpace. Literally, physically, people would make pages and then I would mail it to my friend who would mail it to another friend and people met each other through them."

Three weeks after graduating from high school, Catalyst moved to Germany and eventually relocated to San Francisco, where he began modeling.

"It started with a book cover," Catalyst says about how a photographer who had an assignment for a book called "Sons of Darkness"

met him during one of his spoken word performances in the mid-'90s. "It was the first time anyone had asked me to model, and it was a paid gig." From there he modeled for three book covers, including the cover of his book "Cottonmouth Kisses," chronicling essays and poetry about Catalyst's gay relationships and downward spiral of drug addiction.

Gracing pages of gothic and fetish magazines, television appearances and working as "the door whore" who decides whether or not

you get into L.A.'s celebrity-frequented clubs like Club Cherry and Club Make-up are a myriad of the small steps it took to get Catalyst connected in La La Land.

Catalyst has popped up in some of the most unexpected places. Even after breaking an addiction to crystal meth, which resulted in putting on some pounds, Catalyst

**See  
Maker,  
26**

## Clint Catalyst

will be part of Black Chandelier and Jared Gold events for the Caspian runway event, Friday, Dec. 7

Jared Gold's Caspian show  
The Grand Hall at the Gateway  
Doors open at 8:30 p.m. Show starts at 9:30 p.m.  
Free

The after-party  
Dancefloor Deathrace with world premiere live performance by America's Fiercest Top Model, Lisa D'Amato  
The Trap Door

Saturday, Dec. 8  
Shop with the models  
Black Chandelier at Fashion Place Mall  
Noon



## Clint Catalyst on ...

With so many special guests coming from the West and East Coasts to be a part of Jared Gold's runway extravaganza, it was impossible to speak with them all. Clint Catalyst had a few words about each of these spectacular guests, and the man who adorns them:

Jared Gold: It was just after 9/11. "I was obsessed with Krispy Kreme donuts and so was he ... we drove to the only neighborhood that had them. When he saw me eat like half a dozen of them before we even left the parking lot, I think that's sort of what sealed the deal. He's such a sugar fiend as well, and that sort of sealed it."

Lisa D'Amato: "I've been friends with her since 'America's Next Top Model.' That crazy thing I've been on a lot of photo shoots with her



and styled her."

Audrey Kitching: "She's like the face of Buzznet. She's modeled for a lot of alternative designers, but she's also modeled for Jennifer Nicholson, Jack Nicholson's daughter."

Jennifer Carpenter: A character on the TV series "Dexter." "[She's] a friend of mine ... I'm hoping she'll be making it out for the fashion show... [it's] on her birthday and she's really like, 'I want to be walking in his

show and not filming on my birthday.'"

Steve Ryan: "She's phenomenal. Steve and I became friends because we have the same manager ... She was discovered on YouTube, she's had like 15

million views on some of her videos. She has all these characters ... My favorite character of hers is 'Little Loca.'"

Nyabel Lust: From the Janice Dickinson show, "Season 3 premieres three nights before Jared's show."

Raquel Reed: "[She is] coming from New York, who is also like a Web celeb, as you call them. She has walked shows in New York Fashion Week as well. She's walked one show with Audrey."



# PRESS



## BEST FASHION DESIGNER

### Jared Gold, Black Chandelier

The man who brought us the rhinestone-studded hissing cockroach and a sweatshirt with a print of life-size heart and lungs rendered in antique French iron-work receives his due. Despite being born in Idaho and art-educated in Los Angeles, visionary fashion poet Jared Gold makes his home in Utah where he has launched the Black Chandelier clothing store in 2003 in Trolley Square. He's since joined forces with Nexia Holdings to open three other shops including the Gateway concept store. He offers an alternative to big-box retail, featuring small runs of unique clothing and "covetable" objects. His "wearable mystery" has entranced our readers, like Alfred Hitchcock once did with TV viewers on Friday night. [BlackChandelier.com](http://BlackChandelier.com)

## BEST IMPROV TROUPE

### Laughing Stock

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## BEST PERF

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## PRESS SAMPLES GLUE

by Jared Gold. Opposite page:  
by Jeff Gold. Cost by Josh and He-  
Yang. Vintage boots from  
Spartanville. Career. Shot by  
Jared Gold with set by Anna  
and Alan; vintage boots from  
Spartanville. Right: Nico  
Lindholm dress (see shot by  
Michelle Mason. Boots by  
Michelle Mason.





## PRESS SAMPLES ITALIAN VOUGE



Top D & G; microgonna  
veneta Araps; Hat Michael  
• Huah; fermacapelli  
Double G; orecchini Alice  
Roc; bors Alastair; maniche  
Jared Gould; cintura  
Catherine Malandrino; scar-  
deniucchi Diesel Style Lab;  
sneakers Bess for Adidas.  
Nella pagina accanto:  
Garnier Philosophy di  
Alberta Ferretti; T-shirt Anja  
Hindmarch; pantaloni Guido  
Barcelona; Cintura Michael  
• Huah; scarpe Nike.





**fashion** know-it-all

Mademoiselle editors get an eyeful of Paige Novick's stripes.

## We saw them first

With help from *Mademoiselle*, four young designers hit the fall runway.

Sure, we covet Prada and Costume National, but innovative new talent is what really gives our jobs juice. So when Gen Art, a nonprofit group that supports emerging artists in film, visual arts and fashion, asked us to cosponsor its fall 2001 show in March—featuring the winners of its international contest—we didn't dither. Here's the scoop on the next big style-setters and the pieces your wardrobe will thank you for.



### All Saints

Named after a hip London road, Stuart Trevor and Karl Bolongaro's label is favored by pop aristocrats like Bono, Victoria Adams and Natalie Imbruglia. The secret? Hypercurrent clothes made wearable via clean lines and basic colors: red, camel and black.



Mademoiselle loves: urban warrior camel coat, \$250.



### Jared Gold

The most outrageous of the newcomers, Gold makes clothes we call "London punk meets L.A. thrift-shop cool." The show? Ghoulie makeup and fabulously frizzled updos that transformed women into Edwardian doll zombies. Too bold for you? Get one piece. It'll update your wardrobe for a couple of years.



Mademoiselle loves: baby-behaving-baby claret dress, \$130.



### Trosman-Churba

Inventors as well as designers, Jessica Trosman and Martin Churba devised a machine that prints patterns and applies beadwork on finished clothes. Ingenuity aside, the clothes have a classic, feminine drape—that's why Marisa Tomei and Jennifer Love Hewitt adore them.



Mademoiselle loves: cyber organic jacket, \$350, and skirt, \$285.



### Frou by Paige Novick

It's all very Kate Hudson: hip-slung, peg-legged pants that rock loose peasant collars that knowingly bare a shoulder. You can wear Frou to work, but expect to be the sexiest woman there. The tailored shirt has a waist-defining twist, and the skirt is ruched up the side.



Mademoiselle loves: flared blouse, \$225, and skinny pants, \$250.



Audrey  
Tautou

**P**erhaps the least likely touchstones of a philanthropic trend, 25-year-old Audrey Tautou has become just that. Fresh from playing the shy, well-meaning title character whose meddling alters the lives of fellow Parisians in the irresistible comedy *Amélie*, Tautou has been receiving stacks of mail recounting examples of "The Amélie Effect": an accumulation of good deeds and charitable acts the film has inspired.

The rare commercial triumph that has also enthralled critics, *Amélie* has enchanted audiences from eight to 80, with only the occasional cynic demurring. One such curmudgeon was Cannes Film Festival president Gilles Jacob, who shut the film out of competition. Director Jean-Pierre Jeunet knew what he had, however, and preemptively opened the film in France just weeks before the festival. To Jacob's chagrin, it was a smash.

**Q: How do you think the Cannes controversy affected the film? At 19, many ways it's better that the film didn't succeed, because it could not have been released before the festival, and so it didn't win a major award, the word of mouth might not have been so good.**

**Q: Was your childhood anything like Amélie's? At 1, I had a happy, normal childhood, unlike hers. I'm shy like her, but not nearly as introverted. But like her, I always used my imagination. And when I was little, my goal was to work with apes. I don't think Finney. No one could tell me how to make that happen, so I turned to acting instead.**

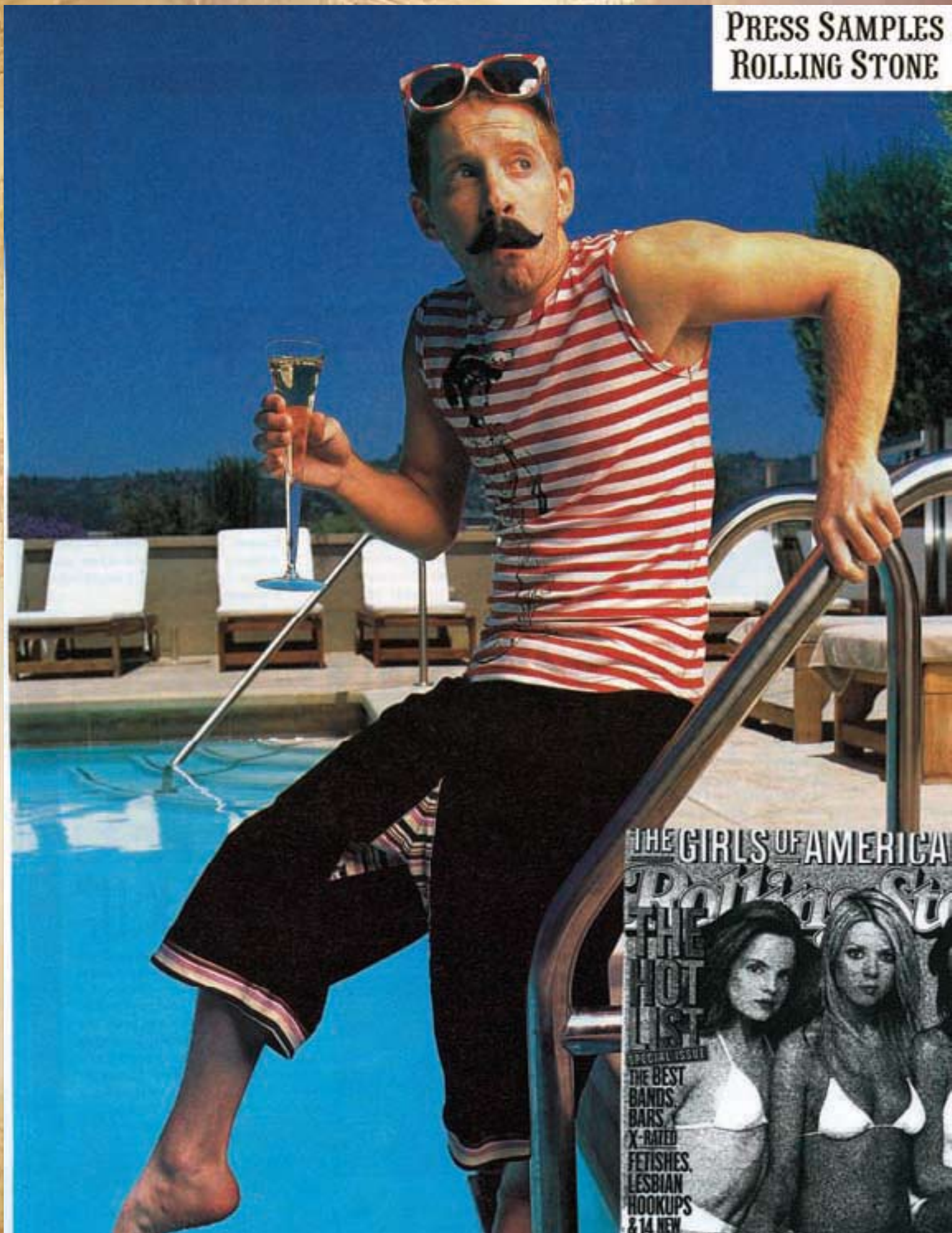
**Q: With Hollywood beckoning, do you have any plans to work in the U.S.? At 1 don't know. I'm not sure how it works here. My goals for now are to meet interesting people and to be in projects that are artistically valid, whether they're Swedish, Spanish, English or American—I don't discriminate. —Lael Loewentstein**

photographed by Jeff Lipsky • styling by Sheree Kasper for art mix the agency • hair by John Harrison-Reeves for Redline Agency • makeup by Kerry March for makeup beauty • top by Jared Galt • jeans by Jil Stuart • hair products by L'Oréal Paris • makeup products by L'Oréal Paris • see buyer's guide for shopping details





PRESS SAMPLES  
ROLLING STONE



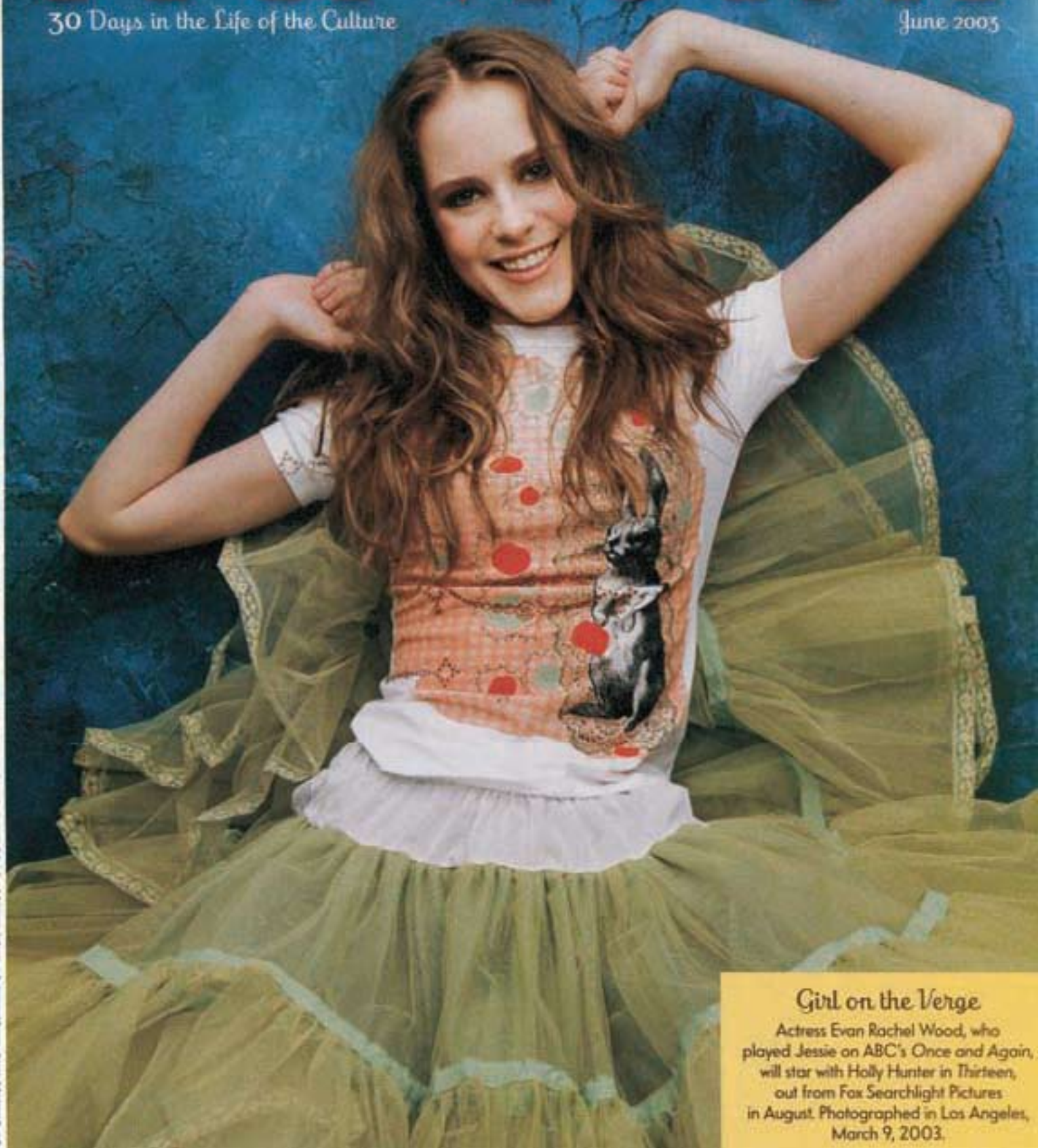


# FANFAIR

30 Days in the Life of the Culture

PRESS SAMPLES  
VANITY FAIR

June 2003



## Girl on the Verge

Actress Evan Rachel Wood, who played Jessie on ABC's *Once and Again*, will star with Holly Hunter in *Thirteen*, out from Fox Searchlight Pictures in August. Photographed in Los Angeles, March 9, 2003.



# Press Quotes

## Quotes

**"New York Times Magazine"** Amy Spindler

If Isaac Mizrahi had imagined this scenario in his heyday, this would not have been the most charming show ever witnessed. He didn't, so it was.

**"WWD"** Rose Apadoca-Jones Bureau Chief Editor

Nearly Six years of business under the Jared Gold name has resulted in a strange world of clothes, toys, and ephemera, that could suggest Gold is the love child of Vivienne Westwood, and Tim Burton.

**"Daily Candy"**

If the Royal Tannenbaums were a real family, Gold would be its last surviving member.

**"Carson Daily"**

What in the hell?

**"Paper" Magazine**

WHO: Obviously inspired by the British fashion invasion, Gold wisely and fiercely reshuffles design elements from that period into breathtaking. He is the American Vivienne Westwood, and next to Grey Ant, the most important designer in California

WHERE: Los Angeles

WHY: "I love to make cute little things."

HOW: Self financed

**"Glue" Magazine**

"Here's a designer living in his own world, where Victorian Punks wear pink as well as black, and where there's innocence amid decay. "Haunted Wallpaper" was the poetic name of this poetic collection, with chandeliers silk-screened large and small on sweatshirts and floor-length skirts. Star shapes and animals were appliquéd on garments, and live roaches - measuring four inches long and bearing colored rhinestones- clung to shirts and waved their antennae. It was sick in the best sense of the word. But it was completely wearable- especially the shirts, some of which had silk-screened prints over striped fabric."

**"W" magazine**

Recent Graduate Jared Gold was part of the Fred Segal team for two years while attending Otis College of Art and Design, and says he learned as much at (Fred Segal) as he did in class. He must have picked up on something- his long Polartec wrap skirts sold out the first day they hit the floor last fall. This season his line includes sweet Victorian tops and a raw denim jacket with an antiquated cityscape printed across its

border. . . . "All I ever wanted to do is enchant people," he says. "So if all I ever get is to see someone try on something that I've made and just melt into it, I'm happy."

**"Variety" Fashionphile** Carolyn Ryder

I met Gold during **LA Fashion Week** last October through our mutual friend, the writer **Clint Catalyst**.

When Gold invited me out to Salt Lake City to attend his show I was thrilled to step outside **my bi-coastal box** for once....., **I had never attended a fashion show where shivering attendees wore an inch of virgin snow on their heads**, because they had been lining up outside for hours.

**"Salt Lake Tribune"** "Utah's top 25 cultural power brokers"

Black Chandelier Founder and Senior Designer Jared Gold was named among Utah's biggest names in the arts and entertainment world by The Salt Lake Tribune. Using the answers of beat writers, critics



and editors to create The Salt Lake Tribune's first-ever list of the state's cultural power brokers, Jared Gold took the 12th spot out of a total of 25 persons listed.

-**Los Angeles Times** "Customers Scurry to Buy Designer's 'Roach Brooch'"

Taking the mundane or grotesque and making it pretty or taking something pretty and making it slightly disturbing is what Gold says interests him as a designer.

-**Los Angeles Downtown News** "Culver City has Smashbox, but the Los Angeles Theater knows how to Party."

The crowd was boisterous, cheering on each model. Unlike Smashbox events, there was an air of congeniality - probably because we were able to bring our drinks and get sloshed while watching... Jared Gold's fashion show at the Los Angeles Theatre, with an aisle carved out of the venue's grand ballroom, was far friendlier than similar events on the Westside.

-**Washington Post** "Fashion Trend? Bejeweled Cockroaches"

A [Giant Madagascar Hissing Cockroach](#) brooch. Isn't that what you really want? It is what some people want. Since introduced in October of last year, 25 are sold weekly for \$60 in-store and \$80 on-line at [Black Chandelier](#), a unique clothing store in Salt Lake City founded by designer Jared Gold. The live bugs are studded with Austrian Swarovski crystal, accessorized with a leash set and are ready to "wear."



sponsorship





# Jared Gold Previous Sponsors

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Cover Girl Cosmetics  
Dermalogica  
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Yamaha Pianos





## Caspian Sponsor Feedback

It was an incredible, fantastic, spectacular event! The clients I brought were in awe...we can't wait to sponsor future events. It was fun to see the crowd!

-**Shawn Jackson, Director of Public Relations**  
Hotel Monaco / Kimpton Luxury Hotels Worldwide

Jared Gold was easy and inspiring to work with! I was elated to get the exposure to a fresh crowd. My promotional dollar was well spent, and my staff was elated to take part.

-**Matt Landis, Owner**  
Landis Lifestyle Aveda Salon

It was great and we can't wait to be part of the next one!

-**Melanie Barber, Owner**  
Vespa Utah, Piaggio Italy

The event of the season and we would love to be a sponsor next time!! Jared Gold raises the bar in quality of retail fashion.

-**Joel Shoemaker, Advertising Director**  
IN Weekly

It was a fun experience and great exposure for our company. They (Black Chandelier) did special little things to make us feel like we were their top priority.

-**Ryan Combe, Owner**  
Spoon Me, Earth Friendly Yogurt

We were a part of the VIP gifting experience at the event. I felt I was being welcomed into a completely untapped market of friendly fabulous people...

-**Steven Hatch, Owner**  
Hatch Family Chocolates, LLC.



# JARED GOLD'S VERY OWN



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[www.blackchandelier.com](http://www.blackchandelier.com)