



VENUES OTHER MARKETS ALL RESOURCES NEWS & IDEAS TRADE SHOW MAGAZINE JOBS E-NEWSLETTER

Event Report

Porsche Explores Its Wild Side

Porsche's Cayman S media launch
 Porsche Downtown
 Wednesday, 01.18.06, 6 PM to 10 PM

For the Toronto launch of the new **Porsche Cayman S**, **Sebastien Centner**, director of **Eatertainment Special Events & Catering**, with creating a media event that would appeal to the young and stylish. "Beyond that, the details were left to Sebastien," she said.

List of Resources

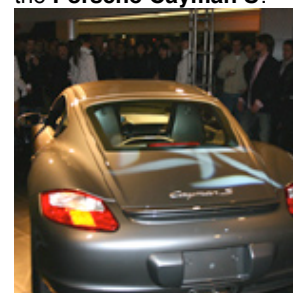
Additional Staffing: [Butler Did It](#)
 Audiovisual Production: [Westbury National Show Systems](#)
 Catering/Planning/Design: [Eatertainment Special Events & Catering](#)
 Rentals: [Exclusive Affair Rentals Inc.](#)
 Security: [Star Security](#)
 Valet: [Northern Valet Inc](#)
 Venue: [Downtown Porsche](#)

Centner took his style cue, in part, from the vehicle's name. The cayman is an alligator-like reptile native to Central and South America. So he dressed hostesses in leather outfits trimmed with alligator and served an eponymous cocktail, the Cayman S, which contained sparkling wine, pomegranate liqueur, and **Euphoria**, a Panamanian energy drink. But his most compelling expression of the theme was his use of mesh netting—the kind used to capture wild animals—surrounding the car like a fence to keep guests away. The car was hidden under a simple fitted car cover prior to the unveiling. The effect imbued the new Porsche with a not-too-subtle vibe of danger and excitement.

The evening included a fashion show by men's clothing retailer **Got Style**, with staging by [Westbury National Show Systems](#). After completing their catwalk duties, the models—at the command of **John Nightingale**, co-anchor of **Sun TV's Inside Jam**—pulled away the netting to reveal the gleaming Cayman S show model.



Hostesses in leather outfits trimmed with alligator posed in the **Downtown Porsche** dealership at the launch of the **Porsche Cayman S**.



This Cayman S show model was the star of the event.



Got Style put on a fashion show shortly before the sports car was unveiled.



Eatertainment Special Events & Catering served profiteroles filled with goat

Search BiZBash.TO

Search Our Resource Directory

Search for Ideas From Events

Subscribe to Our e-Newsletter

Toronto RSS Feed



All BiZBash RSS Feed



Our New Marketing Partners

- Artech Hunter
- Premier Coach
- Ginger Island Cuisine
- DK IBOMEKA - a Wychwood Park Productions' Artist
- Mariposa Cruises
- Supreme Banquet & Convention Centre
- Acceler-8.net
- Gourmet Cuisine
- Incredible Novelties Inc
- Opulence Catering & Event Management
- Centerplate Catering
- A La Carte Kitchen

BECOME A MARKETING PARTNER

Our Newest Job Postings

- **Business Development Manager**
HOST Destination Management

POST A JOB