

Swag, Snow, and Celebrity

A full alphabet of Las Vegas 'listers descend on the Sundance Film Festival.

By **Xania Woodman**

Much to **Robert Redford's** delight, Sundance 2009—the festival's 25th anniversary—enjoyed more intimate numbers than in years past. But that didn't stop Las Vegans from making the short trip from desert sprawl to mountain splendor.

Sarah Larson appears to have had no trouble settling into her new role as a celebrity. The model and former Las Vegas cocktail server (and **George Clooney's** ex) joined the likes of comedian **Mo'Nique**, actor **Jason Bateman**, and reality TV's **Bethenny Frankel** at the Rock Band Lounge, where she picked up—and immediately put on—a hoodie by husband-and-wife-owned Sanctuary Clothing. At **Lia Sophia Jewelry's** perennial booth, Larson graciously turned down a paper bag for her swag, saying she was trying to be “more eco-conscious.”

Also keeping an eye on the earth was Pure resident **DJ AM**, who snagged not one but two Lutron Eco-Dim dimmers at the **Kari Feinstein Style Lounge**, which was designed by Vegas-based events company Fresh Wata. The dimmers are said to cut energy costs by at least 15 percent, and AM noted that he would be installing one on each side of his bed. Before leaving, he

posed with his eponymous Toffee Mix bar made by Milk & Krunchies and lent his handprints to a Marnie Rocks tote bag to be auctioned off this spring for charity.

Also kicking around Feinstein's perennial hot spot were deejay duo **Graham Funke** (Playboy Club/Moon/Tao Beach) and **StoneRokk** (Moon), who surprised vendors by gifting *them* copies of their albums, *Captains of Industry* and *The Snow Job*. **Efren Ramirez**—best known for his role as Pedro in *Napoleon Dynamite* and only slightly less so for his deejaying prowess at Jet Nightclub in October 2008—also gave back to fans, as he and

coauthor **Chris Barrett** handed out copies of their inspirational book, *Direct Your Own Life: How to Be a Star in Any Field You Choose!*

Lavoresident deejay **Steve “Kid Millionaire” Aoki** and younger half-sister/model **Devon Aoki** hit the Feinstein lounge as well, hauling away, among other things, custom-painted boots by Vegas-based Penelope Wildberry. The boots are primarily for women, but Steve didn't seem to mind one bit, selecting the Flying Peace design in a size 10. Yet another Henderson, Nevada-centric company, RevitaLash, gave out its goods at the GBK Productions Celebrity Gift Suite.

Just down the street, Tao Group (taking its leave from Harry O's nightclub for the first time in three years) took up with Stella Artois, *Entertainment Weekly*, and MySpace at the Sundance Lift. In the temporarily constructed Tao Lounge, Vegas **DJs Ruckus** (formerly of Jet) and **Berrie** (formerly of Tao) partied night after night and “attacked the buffet” during happy hour in the Stella Artois Cutting Room. Tao's **DJ Reach** spun for the celebrity crowd, as did Rain resident deejay **Paul Oakenfold**, who also made appearances behind the decks at Downstairs bar (co-owned by actor **Danny Masterson**), the



DJ AM at the Kari Feinstein Style Lounge.