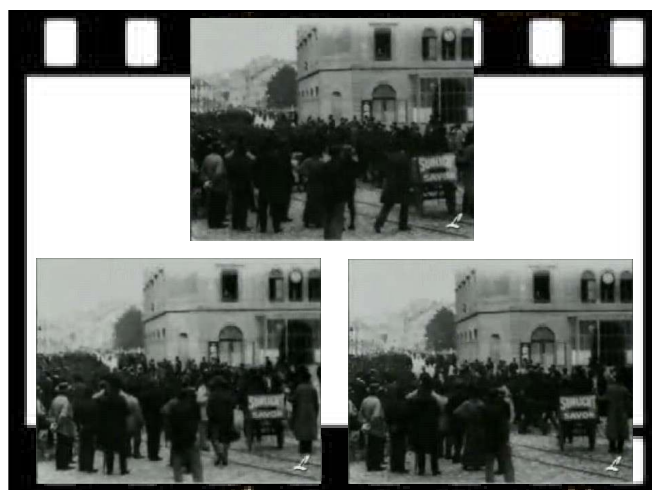
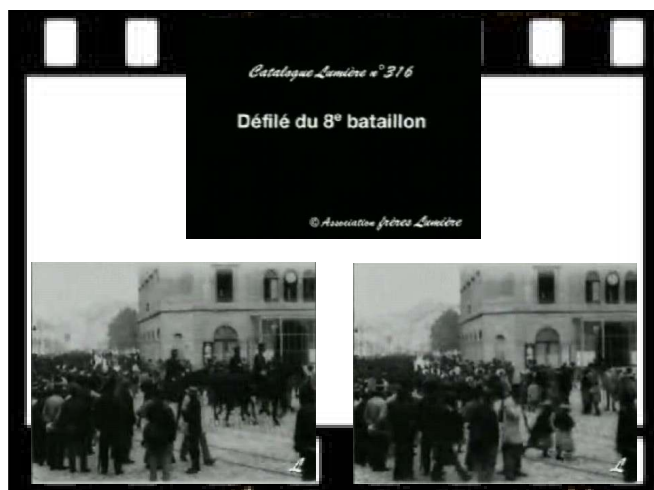
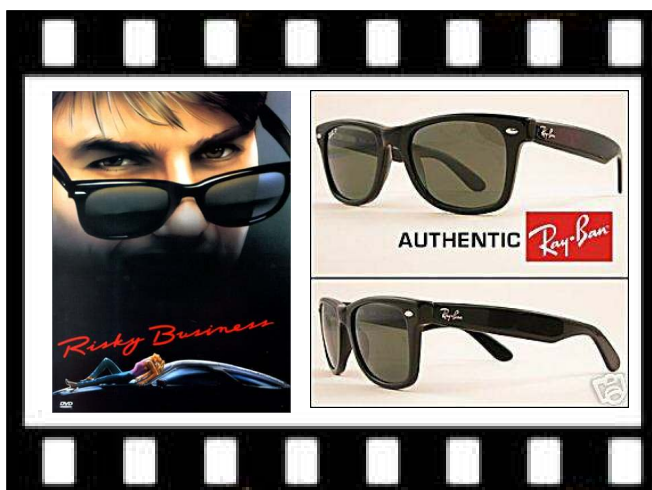
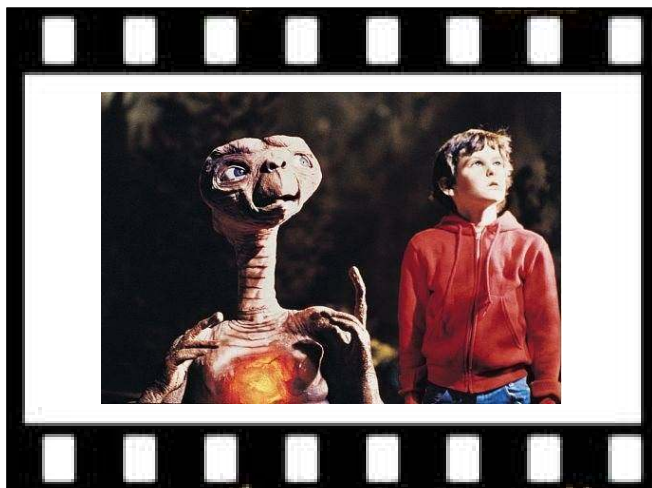
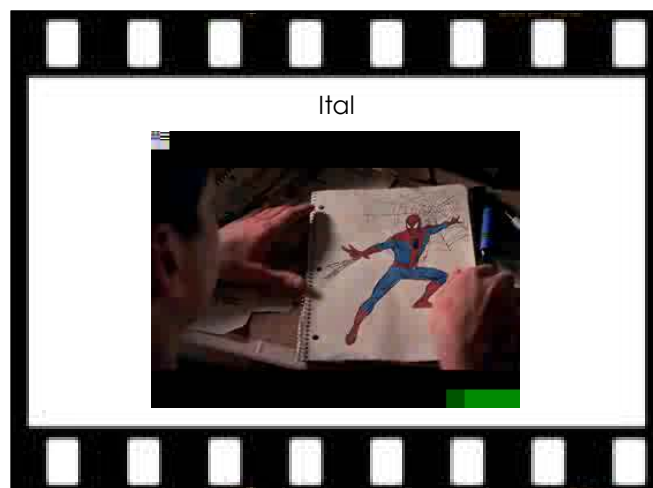












Szolgáltatások



Ruhák



Divatmárka bonanza



Designers 1.

Manolo Blahnik (consistently and constantly)
Vivienne Westwood
(more than any other designer, most notably as Carrie's wedding dress)
Louis Vuitton (lots and lots and lots)
Chanel (at least five times)
Dior
Ferragamo
Roger Vivier
Diane von Furstenberg (a scene was filmed in her New York City store)
Hermès
Christian Louboutin (one very clear shot of bright red soles)
Prada
Escada
Versace

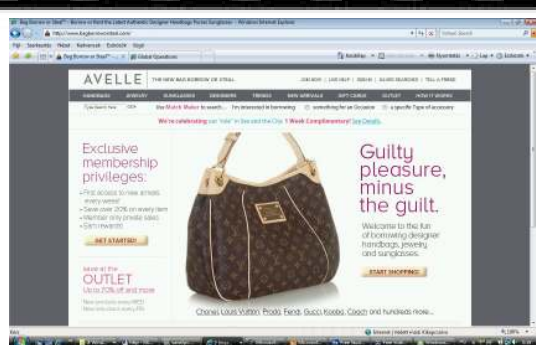


Designers 2.

Gucci (several handbags—including a big white "Gucci heart NY" one—and brown glossy shopping bags)
Vera Wang
Oscar de la Renta
Carolina Herrera
Christian Lacroix
Lanvin
Nike
Adidas
Burberry
Tiffany and Co. (Carrie's wedding gifts)
Swarovski (constantly sparkled on Carrie's encrusted cell phone; also shined on a clip in Miranda's hair, Stanford's wedding tuxedo, and on Charlotte's daughter's cupcake purse)
Hello Kitty (décor of choice in Charlotte's daughter's room)

Stores & Services

Henri Bendel
Scoop
Bluefly.com
Duane Reade
Manhattan Mini Storage
(boxes and boxes in nearly every scene shot in Carrie's apartment)
Bag Borrow or Steal (referenced, explained, and punned on repeatedly)
Netflix
U-Haul



Gadgets

Apple (Carrie's computer)
iPhone (Samantha's cell phone—not exactly Carrie's style)
Blackberry (Miranda's phone)
Bang & Olufsen (Samantha's shapely phone in her Mailibu pad)
Dell (Miranda and Big's computers)
Cuisinart (wedding gift for Carrie)
Sprint (Carrie's service provider—flashed frequently)

Publications

Vogue (the real editorial office and staffers,
a photo shoot, and the magazine itself)
New York Post
Page Six (what better place for an engagement announcement?)
Entertainment Weekly
New York magazine
Marie Claire
The Wall Street Journal (Big's before-bed read)

Sips and Snacks

Starbucks (again and again)
Pellegrino (on a table or two)
Skky Vodka (to drown Carrie's many sorrows)
VitaminWater (first an ad hanging on a wall,
then on every seat under the tents for Fashion Week)
Smart Water (the water of choice—all over the place)
Pret a Manger (bagged lunch in the park for two)
Cup of Noodles (New Year's Eve feast)

From the Pharmacy

L'Oreal
Garnier Fructis
Nivea
Jergens
Clean & Clear

Places and Ways to Get There

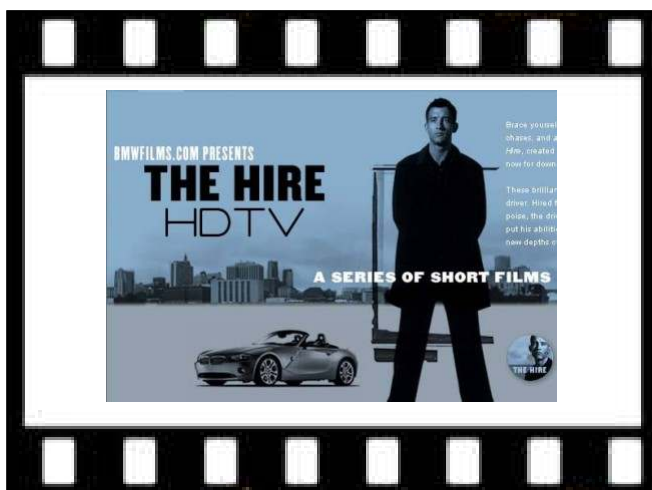
New York Public Library (the wedding locale)
Lumi (the site of Charlotte and Big's confrontation)
Buddakan
The Four Seasons
Mercedes-Benz (Big's chauffeur-driven car)
Lincoln Town Car (Carrie's wedding limousine)
Christie's (the girls attended an Ellen Barkin-inspired jewelry auction here)
American Airlines (on an ad in Samantha's office)



A jövő divatja

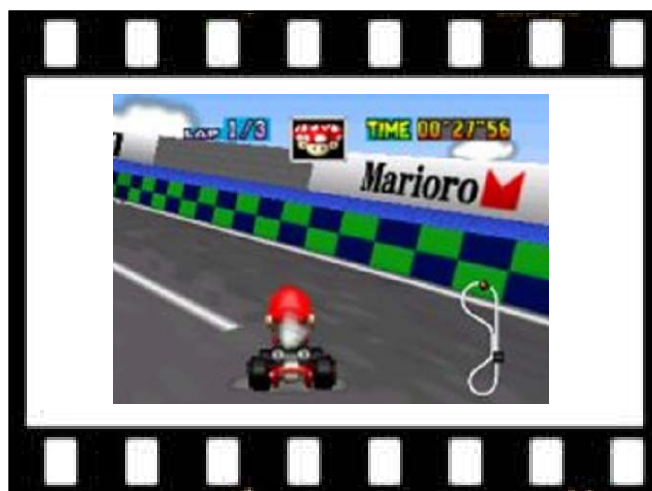


Nem árt felhívni az emberek figyelmét,
mit is láttak a filmben

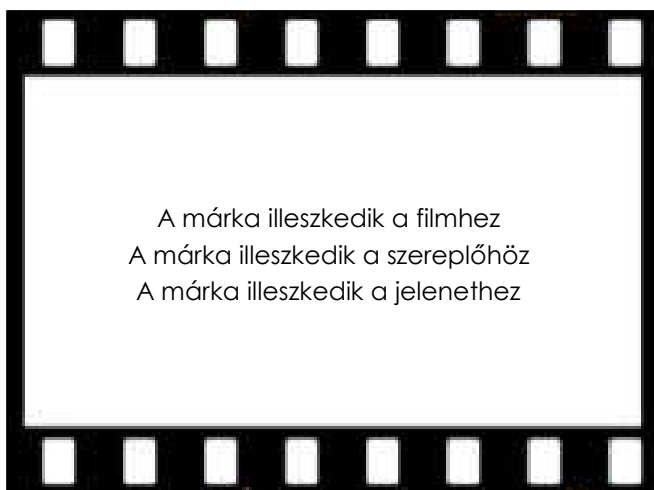
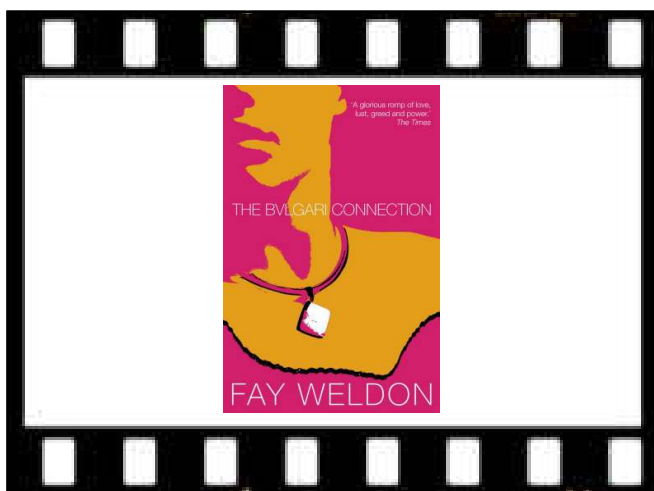




Márkák mindenütt









Marketing és Üzleti Kommunikáció 1. kötet

Dr. Papp-Váry Árpád

Product placement

Reklám a filmekben, számítógépes játékokban és a szórakoztatóipar más területein

Papp-Váry Árpád

Product placement

(Reklám a filmekben, számítógépes játékokban és a szórakoztatóipar más területein)

Kapható:

BKF – Lira és Lant könyvesbolt

1148 Nagy Lajos király 1-9.