

# SOCIAL LIFE

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*in the hamptons with*

## **BROOKE SHIELDS**

FASHION  
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REAL ESTATE



## BRETT GALLEY & TEAM BRING EVENT PLANNING OVER THE “POP”

BY CHARLES WALDORF

Hollywood Pop Gallery (HPG) was born out of a passion for the arts and a demand for exceptional entertainment and service in event planning, décor, and design.

From finding the perfect venue to selecting the right florist, celebrity, or theme, planning your dream event is no easy feat. Brett Galley and her creative, clever, and sometimes outrageous team of artists always go above and beyond the call of duty to take your big day to the next level. Being that a theatrical background is required to work at POP, it's no surprise that they always deliver the wow factor with flawless precision.

With offices in Greenwich, New York City, and London, Brett and her team (all women, all with backgrounds in the creative arts, and several who have been with her from the start) have feted, dazzled, and celebrated the likes of Robert De Niro, Whoopi Goldberg, Diana Ross, Bette Midler, and many more notable names. They've designed and produced parties for Cirque du Soleil, American Express, the Museum of Modern Art, Robin Hood Foundation, and others.

*Social Life* sat down with Brett to learn more about her secrets to success.

**Hollywood POP is known for out-of-the-box extraordinary events. How do you all go about making your clients' events into works of art?**

Hollywood POP has a creative team with years of experience behind every job. We're risk takers with new ideas to create something bespoke that guests have often never seen before. Our team researches and explores the latest trends, talents, and designs from around the world. The goal is to make every event memorable.

**What is one of the most innovative themes you've developed into an event?**

There have been so many innovative ones, but one of our favorites was creating a “Best in Show” birthday-themed event for a client who adored her dogs. Each table featured a variety of framed custom caricatures of her dogs and hobby/lifestyle of the client — dog at yoga, dog playing tennis, mommy dog, etcetera. An incredible “Best in Show” ice sculpture trophy was the centerpiece of the venue. The cake was an intricate dimensional dog crowned with a blue ribbon. The setting had a lovely water view in a magical tent with elegant cream chiffon and a gold sparkle star print. The evening climaxed with an extreme painter who created a giant masterpiece in a matter of minutes of the guest of honor with her beloved dogs, all set to music.



**Is it true that you can secure some of the most famous talent to perform at your events?**

We can and we have! Through years of booking known-name talent, we have wonderful relationships with many managers, assistants, and agencies. Katy Perry, Bon Jovi, Jennifer Hudson, Tony Bennett, Smash Mouth, and Lionel Richie, to name a few.

**What is the Hollywood POP secret sauce to successful events?**

Attention to detail and a genuine passion for the business of creating lifelong memories for clients with a “POP” party. We also ensure a high level of innovation to reflect our clients' personal style.

**Where are your offices?**

Greenwich, Connecticut; and Gramercy Park in NYC. We also have a satellite office in London. However, we travel just about anywhere and design many destination events.

*hollywoodpop.com*