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## BASH BUZZ

### Rum Relaunches With Sneakers and Cars

On Monday, we stopped by the party for liquor giant **Brown Forman's** recent acquisition, **Appleton Estate Jamaica Rum**. Held at the **Classic Car Club** and produced by **Red Carpet Events**, the event featured **Rolls-Royce** and **Ferrari** sports cars, merging a luxury aesthetic with tropical decor and playing on the theme of "Trading Up." The event further referenced Appleton's move from a small, local company to the beverage conglomerate with a display of exclusive and limited-release sneakers from the store **Rare Footage**. For the planning team, the designer shoes were an unusual way to suggest a luxury lifestyle. "We thought it would be a good way to do something upscale without throwing diamonds on [a] table," said **Lenny Oxley**, Rare Footage's owner. The designer sneakers sat in one corner of the space, where a few low couches created a loungelike atmosphere and Oxley answered guests' questions about is hard-to-find shoes. The store culls its collection from special editions and foreign-released shoes

*Posted 02.01.07.*

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#### BiZBash Media

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