

**BEN WATTS**

This Australia-based photographer's shots have graced the pages of *Elle*, *Vogue*, and *Vanity Fair*, but it's his big personality and celeb friends (he's the brother of actress Naomi Watts) that make this longtime Montauk resident a must-have at any party. He's also behind one of the biggest parties of the summer, Shark Attack Sounds, which always draws an impressive crowd. This summer, a launch party for his new book, *Montauk Dreaming*, will surely draw an A-list crowd.

**BETH OSTROSKY STERN**

Model, television personality, and wife of Howard, Stern is a fixture on the East End's party circuit and is usually spotted with famous friends like Katie Lee and Ali Wentworth. The animal rights activist supports The Wildlife Rescue Center of the Hamptons and is a regular at Cinema Society screenings and Super Saturday.

**BONNIE PFEIFER EVANS**

The investor, former model, and top realtor at Corcoran owns homes in East Hampton and Quogue. There isn't a charitable gala she hasn't attended—this year, Evans will help host the Charles Evans Tennis ProAm for the Prostate Cancer Foundation in late August, in memory of her late husband, Charles.

read and write, the editor-at-large at Random House will be attending this year's first Literacy Partners event at Wölffer Estate Vineyard on June 6. This summer, the Southamptonite will also be hosting "The Atelier with Alina Cho" at The Met, a series of ticketed talks with fashion industry friends.

ALISON BROD

In contrast to Alison Brod's pink candy-filled NYC office, where she represents clients like Mercedes-Benz and Nordstrom, the PR powerhouse's Bridgehampton home is sleek and modern. Despite a busy work-event schedule, Brod always makes time for close friends like Julie Macklowe and Rosanna Scotto and was seen last year at the Macklowe's July Fourth party and the Phoenix House's Triumph for Teens.

CAROLA & BOB JAIN

Carola, the senior director at brand consultancy Interbrand, and husband, Bob, managing director at Credit Suisse, are longtime fixtures on the Hamptons social circuit. As a cochair of the board of the Watermill Center, Carola hosted a World Cup viewing party for Watermill artists at her home last year and will be spotted mingling at The Watermill Center Benefit and Southampton Fresh Air Home July Fourth party this year.

DAN OTERO

As the president and founder of Globe Star Media-N-Entertainment, a full-service marketing and advertising agency that works with Sony Entertainment and Universal

Music Group, Otero is a man with many important connections. The media mogul was seen in the crowd at a few concerts at The Surf Lodge and the cocktail party in celebration of the new Parrish Art Museum.

HELENE & ZIEL FELDMAN

When Ziel Feldman, founder of HFZ Capital, a real estate investment company, isn't working with high-profile properties like One Madison Park in Manhattan and Shore Club in Miami, he and his wife, Helene, are mingling with fellow one-percenters at artsy events like the Parrish Art Museum's Celebrate Summer and LongHouse Reserve's Summer Benefit.

KEITH BLOOMFIELD & MARK MULLETT

This popular couple is front and center on the Hamptons social scene. Mullett's 30th birthday at the couple's Bridgehampton home included Nate Berkus, Bobby Flay, Katie Lee, and Alec and Hilaria Baldwin in attendance.

LAURAN & CHARLIE WALK

Being the executive vice president of one of the divisions (Republic Records) of the largest music corporations in the world (Universal Music Group) comes with perks—one of them being an invite to the most exclusive parties. The Water Mill couple joined Lee Brian Schrage, Ricardo Restrepo, and Thompson Miami Beach to host a preview dinner in the Hamptons last August.

LISA JACKSON

Last year interior designer Lisa Jackson debuted her fine-jewelry line, LJ Cross, which quickly garnered a celeb customer base. Her Southampton home, Blue Haven, is a local landmark for the famous parties hosted by its previous owner (real estate tycoon Lewis Kaye). See her pieces at JanGeorge this summer and then meet the designer at galas for Parrish Art Museum and Southampton Hospital.

**INVITATION ETIQUETTE**

Event planner **Marcy Blum** shares her suggestions for crafting keepsake invites.

E-MAIL VS. POST: For missives that need to go out fast or for casual summer get-togethers, e-mail invitations via Paperless Post (paperlesspost.com) and EventKingdom (eventkingdom.com). For larger or more important events, guests deserve a well-thought-out, beautifully designed mailed invitation.

CLASSIC DESIGNS: I love beautifully lined envelopes, letterpressed motifs, and each guest's name written in calligraphy. The Printery (43 W. Main St., Oyster Bay, 516-922-3250; iprintery.com) does a wonderful job on incorporating classic elements and Alpine Creative Group (30 E. 33rd St., NYC, 212-989-4198; alpinecreativegroup.com) prints, letterpresses, and engraves on its premises.

CUSTOM DESIGNS: For one-of-a-kind art pieces that guests will want to keep forever, incorporate special touches that reflect the event and your personality. Artist Ceci Johnson, owner of Ceci New York (130 W. 23rd St., NYC, 212-989-0695; cecineewyork.com), is amazing at rendering ideas on paper. 55 Fifth Ave., NYC, 212-929-9814; marcyblum.com