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Tips From the Pros // By Tony Conway



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Mad for a *Mad Men* Cocktail Party?

We asked award-winning event planner Tony Conway how to channel classic 1960s style and host the perfect soirée.

As a new season of *Mad Men* is about to dominate talk at the water cooler, embrace your inner Don and Betty Draper and throw a 1960s-style cocktail party. Not only is the cult-classic a glimpse into the Golden Age of Manhattan advertising, it's a primer on American midcentury swank. So fasten your bullet bras—here are some quick tips for capturing the boozy swoozie elegance of *Mad Men*.

Look the part: Since paper was the medium of the era, please use a proper paper invitation, and politely ask your guests to abide by your “dress code.”

Set the stage: Dial up your home's midcentury chic-o-meter by removing some of your current accessories and adding a few vintage touches such as candy dishes, kitschy drink coasters and vintage books or magazines. (Shop local vintage stores or eBay.) Incorporate a few table lamps with large drum shades and a retro gooseneck desk lamp or two to create that sultry *Mad Men* lighting.

Dress the bar: Of course, you can't have a *Mad Men* cocktail party without a proper bar. Drape a dining table or sideboard with a white cloth and add a small accent lamp. Stock the bar with assorted gold-rimmed vintage highball and lowball glasses, manly cocktail shakers and copious amounts of swizzle sticks and cocktail umbrellas. Don't forget the pimento-stuffed olives, cocktail onions and maraschino cherries.

Stock the bar: You needn't offer an unlimited selection of cocktails, but you *must* serve the classic martini with a



Wardrobe tips: Ladies, look for floral frocks that accentuate your waist—and your perfectly coiffed hair. Gents can forgo the suit for summer and opt for slim-cut Cuban shirts and trousers. Top off your look with a straw fedora.



OLD-FASHIONED
(aka, Don Draper's choice)

1 splash sodawater
1 sugar cube
2 dashes
aromatic bitters
1 1/2 oz. whiskey
(Canadian Club)
1 orange slice
1 cherry
1 lemon peel twist

Combine sodawater, sugar and bitters in old-fashioned glass. Muddle. Add whiskey and ice. Garnish with orange slice, cherries and amon twist.



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