

PARTIES & EVENTS

ChicagoMOD: Celebrating a Life Well Lived

MAY 17, 2017



There's a new leader of luxury in town and they are showing us how we can have a life well lived. Meet *ChicagoMOD*.

The première publication recently hosted a star-studded launch party at Morgan Manufacturing's Innovation Lab. Cover star Taylor Kinney of *Chicago Fire* attended the bash with many of Chicago's finest filling the room.





Celebrity appearances included Miguel Cervantes and Christopher Lee of *Hamilton Chicago*. *Chicago Fire* stars Miranda Rae Mayo & Monica Raymund also mixed and mingled with guests. Jazz musician Lili K and actress Drew Sidora also worked the room and enjoyed the festivities.



S CHICAGO MOD

BAL H HEADF AT THE GR

MOD GO

STEADFAST AT THE GRAY ON MARTIN OF CHIC

ES-BENZ OF CHICAGO HER JONES COMPANY stone

President of MOD Media and Publisher of ChicagoMOD Shannon Steitz and Lili K

A Life Well Lived

The invite-only celebration provided attendees with a glimpse inside “A Life Well Lived” – the magazine’s famous mantra.

Shannon Steitz, publisher and president of MOD Media shares “this concept is the essence of our brand and it is showcased throughout our content and the design of our rich-glossy page. However, this is also shown in our unparalleled events and strategic partnerships”. It’s as if the pages of *ChicagoMOD* were brought to life with the lavish celebration.

Upon entrance, party goers enjoyed a rhythmic aerial performance and live violinist.





The lavish party gave just a taste of what to expect from the magazine. According to Shannon “*ChicagoMOD*’s editorial mission is to deliver the best in world travel, cuisine, fashion, luxury auto, beauty, home interiors and more in order to adequately serve and inspire the most discerning appetites”. Every touch point throughout the evening paid homage to the tenets of the publication.

ChicagoMOD features expert advice which makes them a trustworthy authority in the luxury market. Shannon shares “our industry and category experts are in-the-know and seek to give insider access to the very best, resulting in a strong level of engagement with our readership. In addition to our rich content, we have a solid track record in producing customized experiences and events that are unique and often unattainable for purchase”.

Luxury and Philanthropy

In addition to the fabulous celebration, there was also a silent auction that benefitted the 100 Club of Chicago – an organization that supports families of fallen first responders.

A fire helmet signed by the cast of *Chicago Fire* and a getaway to Lake Como were among the prizes.





Ultimately, *ChicagoMOD* serves to highlight 5-star experiences and notable Chicagoans. “It’s been an honor to have met so many great people who are working very hard to have a positive impact on the city’s economy and those who support causes to improve the lives of others. These are the people we most look forward to working with” mentions Shannon.

The Home of Chicago

Since the luxury market is booming in Chicago, it’s fitting that *ChicagoMOD* take residence. Shannon Steitz shares “we view Chicago as a natural fit for MOD Media. As the third largest city in the U.S., it very much reminds us of Manhattan, just smaller. Also, the city is rich in culture with spending ability, access to luxury goods, friendly people and undeniably some of the most amazing culinary experiences in the nation”.

With Chicago news highlighting violence, *ChicagoMOD* hopes to shed light on positive happenings in the city. “To a large extent, I feel that news concerning crime often overshadows all this great city has to offer; I hope that *ChicagoMOD* can spotlight the luxury industry market and its viability” mentions Shannon.

What's to Come from *ChicagoMOD*

When reading *ChicagoMOD* one can expect to see all the best that a luxurious experience in Chicago has to offer. Most notably present is Chicagoan's philanthropic endeavors. According to Shannon, the best feature of the magazine is their editorial Encore department.

This section of the magazine highlights Chicagoans who strive to make the city a better place. In the première issue, Chicago Cubs player Anthony Rizzo's foundation is given the spotlight. The magazine highlights his works and efforts in supporting families with children diagnosed with cancer.

Expect a lot more Chicagoans, getting a well-deserved spotlight in the pages of the magazine.



Judging by the launch party, *ChicagoMOD* is ready to prove they are the voice of authority of luxury in Chicago.

You can find *ChicagoMOD* bi-monthly at Chicago's top-notch luxury destinations.

Photo Credit: Daniel Boczarski for Getty Images