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'ONE MUST be a work of art, or wear a work of art,' said Oscar Wilde and that quote came back to me when I opened the new Texas magazine called **Brilliant**. This month they offer **Carolyn Farb** on the cover. Carolyn has always made news, ever since she surfaced as one of Houston's top philanthropists. I recently visited her house. She has a pop art kitchen where you don't know exactly what is the real thing and what is Andy Warhol. She also has a Judy Garland Room and a living room-sized bathroom with a large angel-type sculpture descending into the tub. If it weren't for Carolyn, I suppose Houston's museums would go out of business.

Other Texas philanthropists and fashionistas decorate this issue — **Courtney Lanier Sarofim**, **Lynn Wyatt** and **Alice Kleberg Carrington**. This new magazine gives Vogue, Bazaar and Architectural Digest a run for their money.



Living Show Guests Thursday (03/25/04)

Brilliant magazine www.brilliantmagazine.com co-publisher Lance Avery Morgan is our guest to tell us about **Brilliant's** role as the yellow rose sponsor with Banana Republic for *The Alamo* premiere. *Brilliant Babes* will be wearing the Yellow Rose. We'll talk about color and floral prints as the new fashion trends for spring. Where there's Texas fashion, there's *Brilliant*.

Brilliant Bash

by Susan Yerkes 4.28.04

You just never know what, or who, you'll see at Fiesta. It could be a person dressed as a giant stick of butter (as in the King William Parade) or an "NYPD Blue" star, sitting almost unnoticed while a crowd of faux royals trade faux medals.

The butter man didn't show up at the Flambeau bash hosted by Austin-based *Brilliant* magazine. But just about everybody else did.

With help from S.A. power broker Henry Muñoz, the folks from the new Texas high-society mag turned the old Leeper Brothers space above Alamo Plaza into a thrumming disco scene.

Young models boogied on an elevated stage. Outsize cartoonish photos by S.A. artist Chuck Ramirez enlivened the walls. Disco music and heavy schmooze drowned out even UT's Longhorn Band.

Brilliant co-founders Lance Avery Morgan, Phil Hudson and his wife, Rebecca, effused over Houston socialite Carolyn Farb, owners Harry and Rossana Leeper and a steady stream of Fiesta royals who came by after disembarking from their Flambeau floats.

And over in a corner, affable and quiet, sat former "NYPD Blue" star Esai Morales, grand marshal of the Flambeau, who arrived with his agent, former S.A. model Jimmy Villarreal and S.A. photographer Al Rendon.

Many party guests didn't even notice modest Esai, the hottest guy in the room. But then, he was among the few not wearing some kind of crown.

Big Talk and Even Bigger Crowds on Opening Weekend of SXSW '04

by Eugene Hernandez

3.13.04

Honoring Texans

On Friday, while SXSW's opening night film, **Michael Winterbottom's "Code 46,"** was screening at the Paramount, former Texas governor (and political spitfire) Ann Richards held court at the active **Austin Studios**. The white-haired Democratic diva presided over the annual **Texas Film Hall of Fame Awards** presented by the Austin Film Society. **Dennis Hopper, Jonathan Demme, Elvis Mitchell, Treat Williams** and Linklater toasted this year's inductees, **Robert Duvall, Forest Whitaker, Ethan Hawke, Judith Ivey** and the film, **"The Getaway,"** at a gala event that featured plates of BBQ and plenty of cocktails.

"This the only awards show where we guarantee that **'The Lord of the Rings'** will not win anything," quipped Richards, with a wry grin reminiscent of her countenance years ago at the Democratic convention when she so wonderfully roasted the man who would later succeed her as the governor of Texas.

[indieWIRE Editor-in-Chief Eugene Hernandez will report from SXSW Film again tomorrow.]



Former Texas governor Ann Richards poses with guests *Brilliant* magazine co-publisher Lance Avery Morgan and Houston Philanthropist Carolyn Farb at the Texas Film Hall of Fame Awards on Friday in Austin. Photo by Eugene Hernandez/indieWIRE.



Alamo Notebook

The Alamo Premiere Festivities

3.27.04 By Susan Yerkees

Emily Morgan would love it

Emily Morgan would love the "Yellow Rose" angle.

Brilliant magazine publishers Lance Morgan and Phil Hudson are in town to hobnob with the movie crowd. *Brilliant* is the "Yellow Rose" sponsor for the premiere, since Rossana Leeper, a San Antonio rep for *Brilliant*, and E.B. Castro, owner of the Rose Shop, teamed up to offer yellow roses to gala guests.

Then Leeper saw a "yellow rose" coat at Banana Republic, and invited the hip clothier to get in on the excitement.

Four St. Mary's Hall senior dance students — Erin Seale, Sasha Ellington, and twins Judith and Jessica Baylan — will be on the yellow carpet handing out 900 or so roses.

They'll be the ones in yellow rose coats, over *Brilliant* Babe T-shirts; and cream-colored Stetson hats, courtesy of Cavender's Boot City North Star. They won't be the only ones, though. The "yellow rose" coat appeared on a local TV morning show, sparking a run on the coats at S.A. Banana Republic stores.



After a Fashion 4.2.04

BY STEPHEN MACMILLAN MOSER



Mark Sullivan, Lance Avery Morgan, Carolyn Farb, little me, and Rita Garza at the divine Hotel Icon in Houston for *Brilliant* magazine's party honoring Mme. Farb
photo by Shelley Daly

THE SOCIAL CIRCUIT Omigod, I've just had the most glamorous 24 hours of my life! So impossibly glam, I can hardly stand myself. *You'll* probably raise an objection, too, but for now, let's just snuggle up under my ermine lap robe and enjoy some delicious dish. **Lance Morgan** and **Phil Hudson**, publishers of *Brilliant*, invited me to a party they were throwing in Houston for their recent cover girl, **Carolyn Farb**. Well, you *know* how I feel about Carolyn: I think she's a goddess. Others can smirk, but I care not. I'm *deeply* impressed to know her. My frequent walker **Mark Sullivan** said, "I'll make you an offer you can't refuse; come down to Houston, and I'll put you up in my penthouse at the **Four Seasons**." *Well!* How *could* I refuse? Then, the lovely e-mail arrived from Carolyn (she who loathes e-mail), asking me to come down as well. I called Carolyn the next day, and when she asked if I'd like to come to her house, I swooned. Yes, indeedy, I would. My frequent consort **Rita Garza** *happened* to have a meeting in Houston that day, so I invited her to accompany me to the party, and invited myself to ride down in her brand new **350Z**. We arrived late on Tuesday at Mark's place, and it was heavenly – spacious and exquisitely appointed, with sweeping views to die for. He was the perfect host, and we stayed up and gossiped until all hours. After asking Carolyn's permission the next morning, I begged Mark to accompany me, afraid I might disgrace myself by passing out (or worse). Carolyn's River Oaks home is not especially grandiose from the outside, but it *is* a 1930s **John Staub** structure that had been redone in the Eighties, and the overwhelming quality from the outside is privacy. But inside? It's like an art museum where no alarms go off if you touch the art. The furnishings become inconsequential next to the breathtaking displays of art that trail everywhere, from the garage, through both floors of the house, across the patio, around the pool, and into the pool house. Mark and I were giddy to stand in front of **Frida Kahlos**, **Jasper Johnses**, **Warhols**, **Rousseaus** – a staggering personal collection that perfectly described its owner. The full-length **Aaron Schickler** portrait of Carolyn hanging in the circular stairwell was among the many incredible portraits of her. When she suggested lunch at the **Grotto**, a high-society watering hole, we eagerly agreed (*I* rode

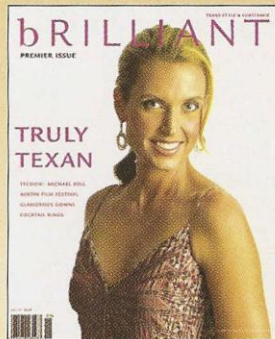
with Carolyn in her to-die-for **Aston Martin** convertible). We were immediately seated at the center table, and the parade of society babes winding its way through the restaurant was straight out of **Dynasty**. Carolyn identified them for us, giving us brief background info on them: "She's number one on the best-dressed list," (I also met No. 2 later that night) or, "She used to be a newscaster," and Mark and I lapped it up. Suddenly I realized it wasn't *Dynasty*, it was the **La Cote Basque** section of **Truman Capote's *Answered Prayers*** – and I swooned all over again. Carolyn is not only witty and engaging, but she's as shrewd and clever as she is beautiful and gracious – *and* she behaved with *far* better manners than any of the pretenders to her throne who were present. We regrettably bade Carolyn goodbye and went on a whirlwind tour of Houston, after which we retired for a brief respite and then got ready for the party and made arrangements to meet Rita there. The party was at the drop-dead gorgeous new **Hotel Icon** – unquestionably the most chic hotel I've ever been in (www.hotelicon.com). Housing the **Balance Day Spa**; **Jean-Georges Vongerichten's** new restaurant, **Bank**; and the **Whiskey**, a **Rande Gerber** bar so plush I never wanted to leave, the rooms were magnificent, and I met the fab PR wizards behind the Icon magic, **Gail Rubin** and **Stuart Rosenberg** of **Studio Communications**, both riveting conversationalists and deeply talented. I intend to work hard to make them my **NBFs** (my *Next Best Friends*). Carolyn reigned over the entire affair wearing a dazzling suite of turquoise and diamond jewelry from the estate of **Merle Oberon**, and the chicest slice of the city turned out in force to pay homage. *Vive la reine*.



Lance Avery Morgan and Phillip Hudson appeared on the Fox News in the Morning program on Tuesday, December 23, 2003 to tell the Austin population more about the new *Brilliant* magazine, headquartered in Austin.

AUSTIN, TEXAS MAGAZINES

Lone Star State Gets *Brilliant*



The monthly signed up Paul Mitchell, Saks for January.

As the third coast's answer to New York's *Gotham* and Los Angeles *Confidential* magazines, Texas' stylemakers and society players now have *Brilliant* magazine. The oversized glossy, which premiered with its January issue Dec. 2, covers luxury lifestyle, fashion, art and entertainment in Texas.

Co-founders and publishers Lance Morgan and Phillip Hudson have extensive experience in advertising, public relations and magazine publishing. Last July, they decided to create a statewide title that mirrored their favorite books such as Hearst Magazines' *Town and Country* and American Express Publishing's *Departures*. "We noticed that here in Texas, luxury advertisers and shoppers are spending money," explained Hudson. The Austin-based monthly is published by Brilliance Media and is privately funded.

The first issue covers the state's bustling film industry with an Austin Film Festival feature and a profile of Texan Catherine Hardwicke, director of this year's indie hit *Thirteen*. Of its 50,000 initial circulation, distribution is focused in the state's five largest cities: Dallas, Houston, Fort Worth, San Antonio and Austin. In those cities, 30,000 copies are available on newsstands for \$5.99. (Subscriptions are \$39 a year.) The remaining 20,000 are free through controlled circ—10,000 to upscale restaurants, hotels, spas and retailers, and 10,000 to high-income households.

Advertisers in the first issue include Paul Mitchell, Saks Fifth Avenue and regional high-end retail and real estate. One full page, four-color ad costs \$7,475. "This is a publication that speaks to the fashion-forward, style-conscious Texan," said Debbie Patire, director of advertising and marketing at Saks Fifth Avenue, which has stores in *Brilliant's* five cities. "Their [editorial] coverage is perfectly aligned with our market." —Aimee Deeken

ADWEEK

'Brilliant' Magazine Targets Affluent Texans

December 01, 2003

By Mindy Charski

DALLAS

Brilliance Media is launching a magazine Tuesday devoted to "the finer side of Texas life," according to the publishers.

The Austin, Texas-based independent company is targeting its luxury title, called *Brilliant*, at the affluent Texan who will be interested in sections that focus on topics like tycoons, fashion, beauty, cuisine, arts and celebrities. The publication will skew to women with a median age of 35.

The monthly magazine will have a circulation of 50,000 and will be sold at newsstands in Dallas, Fort Worth, Houston, San Antonio and Austin. It will also be available at upscale hotels, spas and restaurants and will be sent to a select group of people "chosen by affluence in ZIP codes," the company said.

Behind the periodical, which has 144 pages in its premiere issue, are Phillip Hudson and Lance Avery Morgan. Hudson was most recently a contributing editor to *Tribeza*, an Austin-based lifestyle magazine, and has held senior-level positions at various ad and public relations agencies, including Fogarty Klein Monroe and the former Churchill Group, both in Houston.

Morgan was most recently a senior-level contributing editor to *Austin Monthly*, *Elegant Texan* and *Verve* magazines. He also has worked as a television writer and producer and at public relations agencies Hill & Knowlton and the former Niehaus Ryan Wong.

"It's one of those interesting situations in Texas where even though the industry has suffered and even though economic times have been difficult ...neither of us really was stopped by what we were reading in industry information about a downturn in advertising spending," Hudson said. "We went into this with a positive point of view."



Lone Star State Gets Brilliant

As the third coast's answer to New York's *Gotham* and *Los Angeles Confidential* magazines, Texas' stylemakers and society players now have *Brilliant* magazine. The oversized glossy, which premiered with its January issue Dec. 2, covers luxury lifestyle, fashion, art and entertainment in Texas.

Originally published in **Mediaweek** - December 15, 2003

Two new magazines are making their way to Houston in the New Year. Lincolnshire, Ill.-based ESPREE magazine is a bi-monthly humor magazine targeted to executives. The total circulation will be 600,000. Each issue features one-page stories from noted humor writers as well as cartoons.

Austin-based Brilliance Media, founded by Phillip Hudson and Lance Avery Morgan, is launching Brilliant, a monthly lifestyle magazine devoted to the finer side of Texas lifestyles. The initial circulation will be 50,000. The publication focuses on the major Texas cities, but will also include some statewide coverage.



ALWAYS A GREAT DAY ON 'GOOD DAY'

THURSDAY, JANUARY 1

Brilliant

Our guest today is Lance Avery Morgan, founding co-publisher and co-editor-in-chief of the new magazine, *Brilliant*. This new magazine that captures the way Texans affect the world and the world affects Texans. The state is legendary in size and reputation, and *Brilliant* profiles its magnificence like no other magazine. Dynamic in scope and editorially electric, it reflects the people, culture, and lifestyle of Texans on a grand scale. Known for its famous natives, *Brilliant* will focus on the very best Texas has to offer as tastemakers, trendsetters and style weavers of the world, providing a true insider's view of the most influential people in and beyond the state. The big city-oriented publication will focus on the major markets: Dallas, Houston, Fort Worth, San Antonio, and Austin. It will also provide statewide coverage. "We will concentrate editorial on our major cities, as well as covering the entire state," said Phillip Hudson, *Brilliant* co-publisher. "There will be great opportunities in also knowing what's happening in places like Marfa or Kerrville." *Brilliant* provides a true insider's view of the most influential people in and beyond the state. Dynamic in scope and editorially electric, *Brilliant* reflects the people, culture, and lifestyle of Texans on a grand scale.

San Antonio



December 12, 2003

New Texas magazine, Brilliant, is unveiled

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The premiere issue of **Brilliant**, a new **magazine** looking at "the finer side of being Texan," was unveiled Wednesday at a launch party at Saks department store in San Antonio.

The January issue of the Austin-based publication covering culture, travel, fashion, health and beauty, decor and high-end shopping is on newsstands now. Fashion designer and philanthropist Elizabeth McAllen Roberts is on the cover.

Brilliant is the brainchild of publishers Phillip Hudson and Lance Avery Morgan. Hudson is a former contributing writer to *Tribeza*, another Austin-based glossy, and Morgan is a former contributing writer to *Austin Monthly*.

"There's a lot of publications out there that like to point fingers and talk about maybe the grittier side of this state, but we promise people we're going to talk about the beautiful and positive things that happen here," Hudson says.

The **magazine** will focus on Austin, Dallas, Fort Worth, Houston and San Antonio.

"We're going to concentrate on the five major cities, however that doesn't preclude us covering El Paso," Hudson says. "We're going to have an entire issue in October devoted to Marfa and the Chinati Foundation," a contemporary art museum founded by artist Donald Judd.

The January issue includes a feature on boutique shopping in San Antonio and an item on the Blue Star Contemporary Art Center's Arts & Eats gala with photographs by Edmund Schenecker, the **magazine's** Fort Worth and San Antonio city editor.

Brilliant has been described as a cross between *Departures* and *Town and Country*.

"Those are two **magazines** that I love that are models for this **magazine**, and I think that with a good Texas point of view we're going to continue to strive to be like those **magazines**," Hudson says.

lsilva@express-news.net

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Living Guests Monday (01/05/04)

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Posted By: [marisa ayala](#)

Lance Avery Morgan from Brilliant Magazine speaks to us about the launch of the most glamorous magazine Texas has seen in years. www.brilliantmagazine.com



After a Fashion 2.27.04

BY **STEPHEN MACMILLAN MOSER**

ALLEYCATTING Last Saturday night was a social-climber's dream. My date, **Rita Garza**, and I started our night at **Brilliant** magazine's fab soiree at **Oslo**, for their **Little Black Book** (in honor of **Mark Sullivan's** cover story by the same name). Oslo absolutely rules as the coolest, newest club around, and was the perfect setting for the handpicked crowd. Owner **Matt Lucky** graciously introduced himself to me at the door; he is a very nice and very successful gentleman who happens to co-own a string of stylish clubs. Rita and I greeted our hosts, **Brilliant** publishers **Phil Hudson** and **Lance Morgan**; grabbed a couple of cosmopolitans; and made a beeline for the Shag Room in back – a den of iniquity upholstered with brown shag carpeting. It was from there, with dim lighting and sunglasses, that I held court for the rest of the time. The ever-changing cast of characters included the delightful **Mark Sullivan** and his beau. I spent most of my time glued to the side of **Katy Gaffney**, who is in charge of the

Lucky Star Auction for the **Texas Film Hall of Fame** that I'm helping with. She was there with *her* beau, the charming **Robert Walker**, board member of the **Austin Film Society**, which produces TFHOF, so there was lots of chatter about *that*. Also in attendance were **Award Modern's** (n/e **UpCountry**) **Andrew Ward**, and **Paul Bradshaw** (who is on so many boards of directors I can't even begin to mention them). Regarding his listing as a "power single" in the *Little Black Book*, Paul said, "I've never been honored before for *not* getting laid." We *did* miss seeing **Joel Mozersky**, who designed Oslo's interiors. So we hopped in the limo (graciously provided by a friend of Mark Sullivan's), and went to *his* party, the **ArtErotica Ball**. ArtErotica was once again held at the **Blue Genie** studios, which were transformed into a fantasyland of fishnet and hot pink. The art donations were dazzling, with creations ranging from implicit to explicit; the shirtless waiters bearing trays of drinks added decoration of their own. The erotic desserts created by **2 Dine 4** were a highlight of the evening, arriving like **Cleopatra** on a litter borne on the shoulders of the waiters. A mad dash at 11:30pm for last-minute bids gave every reason to believe that the event would beat last year's total of \$16,000. Afterward, the limo loaded up our merry band of marauders and deposited us at the lovely home of a publicity-shy beauty who shall remain nameless. This party was distinctly more intimate, and a *lot* of fun (thanks, Pat). I hung out with my dear friend **Mark Ashby** and **By George's** **Scott Butler**, **Brandi Cowley**, and her friend **Vance**. I had a deep conversation with Mark Sullivan's sister **Lizzie** on the patio – she must have put some kind of hex on me to get me talking like that. Thinking we had time for just *one* more party before sunrise, we piled into the limo, arriving at our destination to find no fewer than five police cars in attendance. We opted to drive right past, and I decided to call it a night, stumbling from the limo to my bed. After all, I'll need my beauty sleep, you know...