

RackedWire: Coach Pops the Cork for Poppy; Jiggle Your Way to Fitness in Brentwood

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COSTA MESA—If you like candy and sequins and are in Orange County tonight, you may want to stop by the Coach store at South Coast Plaza. For this is the site of the official launch party for the brand's new lower-priced label, **Poppy**, being held in conjunction with online fashion network The Fashion Spot. Aside from sparkly red totes and a candy bar, there will also be tunes curated by the Misshapes and a 'Best Photobooth Picture' contest, whereby the winner gets \$1,000 of heavily-embellished Poppy accessories. The action is taking place between 5pm and 7pm. [RackedWire]

BRENTWOOD—The latest fitness craze to hit the Brentwood Town Centre: The Power Plate, a deceptively tough workout that busts flab via a series of workout moves conducted upon a vibrating platform. Apparently, the tremors cause your muscles to contract multiple times per second, kind of like that infomercial ab belt, but a lot less creepy. The "Power Plate Experience" has recently hijacked a storefront at the mall, where group classes and private lessons are on offer. But be warned—this is only a pop-up studio, which we think means the Power Plates will be buzzing off to another location before much longer. [RackedWire]