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The Henrik Lundqvist Foundation *Behind the Mask* Screening and Reception

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by COREY SEYMOUR



Photo: Dominic Cappelletti

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On Friday night in Chelsea, legendary New York Rangers goalie (and legendarily handsome Swedish clotheshorse) **Henrik Lundqvist** invited a hundred or so friends and supporters for Absolut Elyx cocktails, lamb chops, and a short film to celebrate and support his Henrik Lundqvist Foundation, which supports a number of children's charities. "When Hurricane Sandy hit, I wore a specially created goalie mask in a game and then sold it for charity," Lundqvist says. "It ended up making \$60,000, so recently I thought, 'Let's do that again, but let's film it.'" The resulting series of six television shows on the MSG Network features interviews with King Henrik's friends including **John McEnroe**, **Michael J. Fox**, **Mario Batali**, **Tiësto**, **Jeff Gordon**, and the FDNY's own Rescue 1 company—as they set out together on each episode to design a custom goalie helmet for charity.

First, though, let's get the important stuff out of the way. Who's Henrik wearing tonight? "Stephen F, a Swedish friend of mine," Lundqvist says, without missing a beat. "He's about to open his own store in New York. Oh, and Ferragamo shoes," he adds quickly, while sporting a Tag Heuer watch.

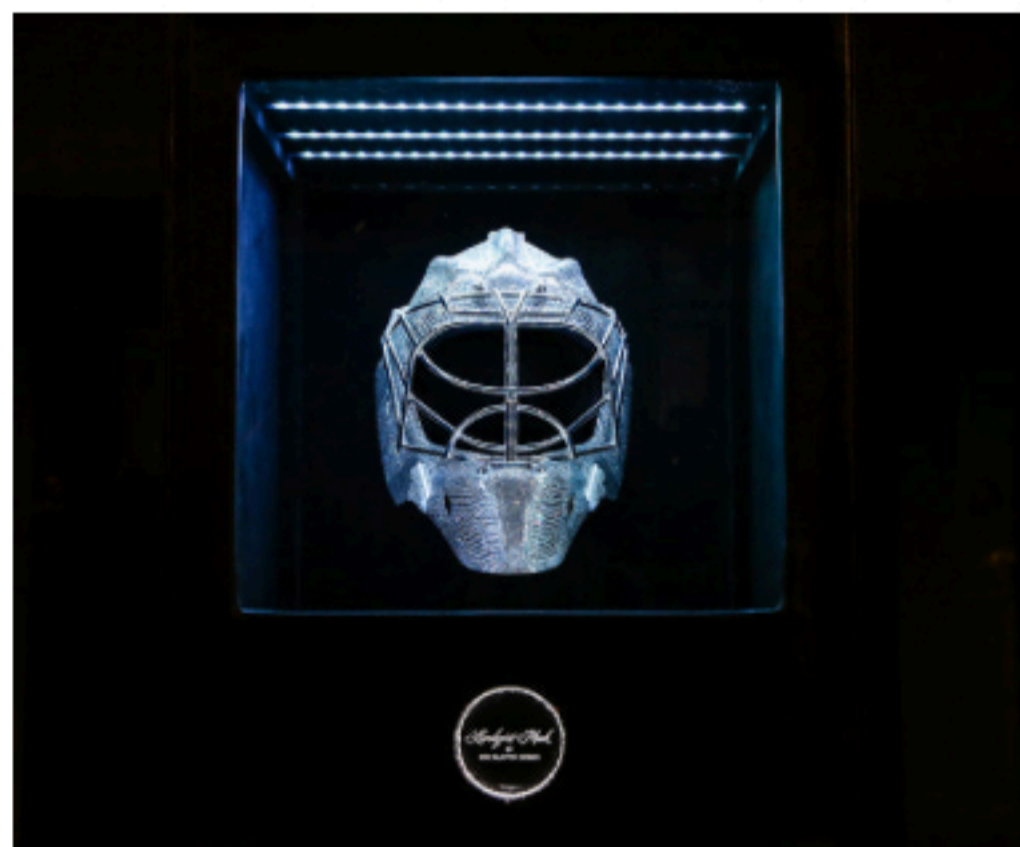


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Meanwhile, model, closet hockey fan, and newly minted New Yorker—after years of living in or near Phoenix and simply traveling when, say, Prada calls, she set up a home in Bushwick—**Kelly Mittendorf** wore a jacket from A.L.C. "They're really cool—I've worked with them for years," she says. As for her thoughts on King Henrik, as he's known? "I like the crossover of how he's taking sports and mixing it with fashion and giving something back at the same time." By the middle of the evening, each of the six custom masks on display—from Batali's with its "Pizza Is Life" slogan to Johnny Mac's with his trademark "You Cannot Be Serious" tirade—had garnered opening bids of \$20,000. Not bad for a night's work.



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