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How Much Fashion Brands Pay For Celebrities to Sit in Their Front Rows



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How Much Fashion Brands Pay For Celebrities to Sit in Their Front Rows

by [LAUREN SHERMAN](#)



Carolina Herrera and Marc Jacobs have virtually banned celebrities from their front rows.

But when it comes to labels such as Miss Sixty and Rock & Republic, it seems like the more A, B and even C-list stars they can get, the merrier.

We tapped industry insiders to break down the cost of putting of celebrity in your front row by class of star.

A-List

- [Rihanna](#) (\$100,000 or more)
- Beyonce (\$80,000-\$100,000)
- Mary Kate and Ashley Olsen (\$80,000 each)
- Julianne Moore (\$60,000)
- Maggie Gyllenhal (\$60,000)
- Chloe Sevigny (\$60,000 or more)
- Jennifer Lopez (circa 2005: \$80,000; circa 2010: \$30,000)
- Lindsay Lohan (circa 2006: \$60,000; circa 2010: UNINVITED)
- [Colin Firth](#) (pre-*A Single Man*: \$5,000; post-*A Single Man*: \$15,000)

B-List

- Blake Lively (\$50,000)
- Leighton Meester (\$40,000)
- Hillary Duff (\$40,000)
- Other *Gossip Girl* cast members (\$25,000 a piece)
- Jared Leto (\$25,000)
- Cliven Owen (\$10,000)
- Kristen Bell (unpaid, but airfare, makeup and clothing are taken care of)

C-List

- Kim Kardashian (\$35,000-\$50,000)
- Amanda Bynes (\$25,000-\$30,000)
- Eliza Dushku (unpaid, but airfare, makeup and clothing are taken care of)

D-List

- Paris Hilton (free or UNINVITED)
- Jersey Shore cast (UNINVITED)
- America's Next Top Model Winners (free)

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