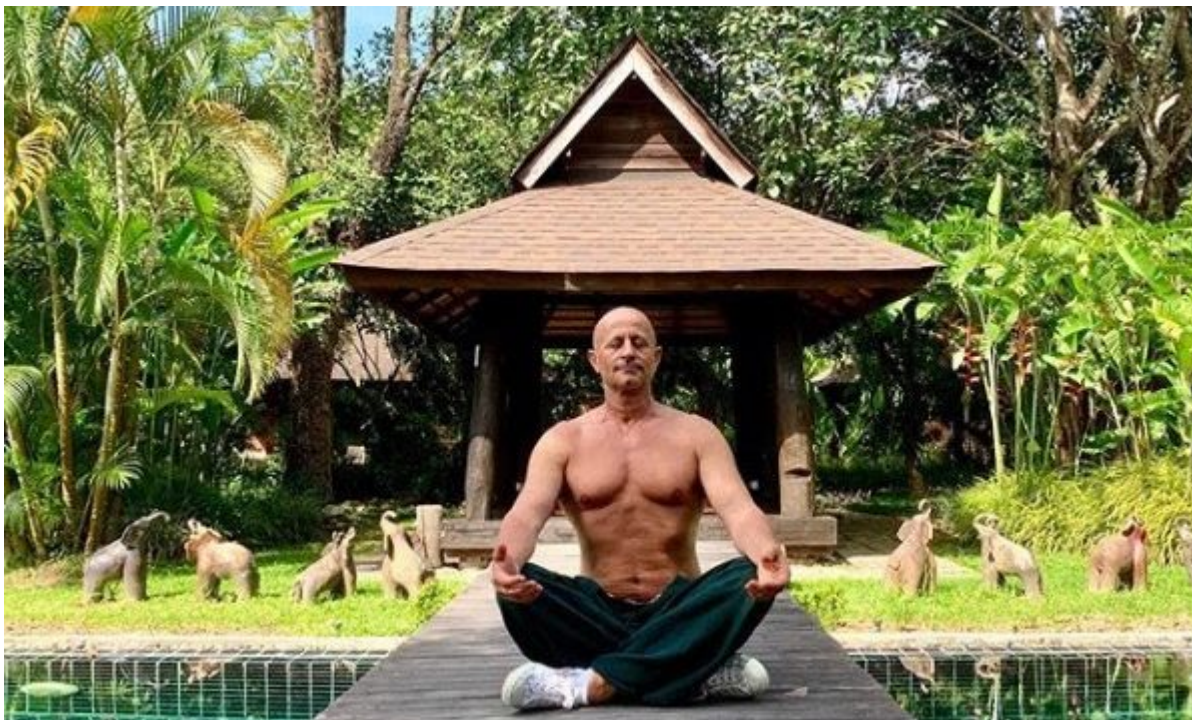


# Celebrity Interview: Rafi Anteby, The Man Behind the Gifting Lounge



Interview by [Lori Bizzoco](#) Written by [Courtney Shapiro](#) and Amanda Sanders

From hosting one-of-a-kind gifting suites for celebrities (e.g., Emmy's, Oscars, Billboard Music Awards, BET Awards) to creating and promoting his iconic jewelry line, Rafi Anteby's Rolodex of clients reads like an award celebration itself (Rihanna, Beyonce, Jamie Foxx). But for Anteby, it is not as much about living the lavish lifestyle as it is about finding opportunities to raise awareness and funds for philanthropic causes around the world.

In our exclusive [celebrity interview](#), we chat with Anteby on

the inspiration behind his coveted gifting lounges, his spiritual and philanthropic journey and the meaning behind his jewelry line, *Bullets4Peace*.

## **Celebrity Interview with Rafi Anteby: Traveling Inspiration, Life Experiences and Future Endeavors**

While today Anteby is considered just as iconic, influential, and successful as the celebrities that he works with, making a name for himself was a process. "I think the way it happened has to do with consistency and legitimacy. Hollywood is very straightforward and it takes people time to really trust somebody in their own circle." Anteby discusses how he used balance and truth to build his reputation. "Celebrities seek a lifestyle that really brings them back to a normal life," he says. "They want to touch the Earth, they want to touch the real, so I show them places and I show them products and I show them a lot of things that speak to this lifestyle – my lifestyle." This is the magic of his journey and these real moments are what inspired him to start his own jewelry line, *Bullets4Peace*.

If we look back at his story, it began in Israel, where he served in the Israeli army and lost his entire platoon fighting in the war with Lebanon. Following that, he had the very unfortunate experience of losing his best friend, David Perry from a gunshot wound. "I'm very familiar with the bullet, what it can do and the negative impact that it has not only for the victim but for their family and friends also," the jewelry creator says.

Anteby says that the gifting lounges didn't happen right away. First, he spent time really getting to know himself. "I was a consultant on counter-terrorism, I traveled a lot and did free

wildlife photography, and I studied with monks in Tibet and Nepal.” It was while staying at a monastery in China, that Anteby came back with the idea to rebrand the imagery of a bullet. For the past 10 years, his mission has been to take bullets and turn them into a peace symbol by recycling used bullet casings and re-purposing them into the wonderful handcrafted pieces which several celebrities have been seen wearing.

**Related Link:** [Oscars 2019: Celebrities Line Up for Rafi's Gifting Lounge at the Waldorf Astoria Beverly Hills](#)

Anteby started his gifting lounges at the 2017 Oscars and has hosted close to 10 lounges since then. Because of his travels and eye for artistry, he is able to offer exotic trips and products to celebrity clientele at his gifting lounges. All of the products seen at his events support various causes. “I will tell you that there’s a message behind every event I do,” Anteby elaborates. “I truly believe in receiving for the sake of giving. So for every event I do, a certain amount of the money goes to charity.” Taking a chance in this industry is hard work. “I didn’t expect such a warm welcome and it still takes time,” Anetby says. But he wants his gifting lounges to inspire on a much deeper and bigger level.

**Related Link:** [Celebrity Interview: ‘Harry and Meghan: Becoming Royal’ Actor Noah Huntley Talks Career, Charity & Relationships](#)

While it may seem that women would flock to someone living such a lavish lifestyle, Anteby confesses that he is still single. “People come to LA because they want to succeed, therefore, everything else becomes a minor issue.” He explains that relationships seem to take a back seat. The philanthropist does believe that everybody has someone out there for them but with his constant traveling, he identifies himself as a “lonely wolf,” and thinks it’s tough to find a woman who can match his exploratory lifestyle.

When asked what's next for him, he shares that he would like to open up a media group that will help to have a social impact." this man is certainly an individual to keep on your radar.

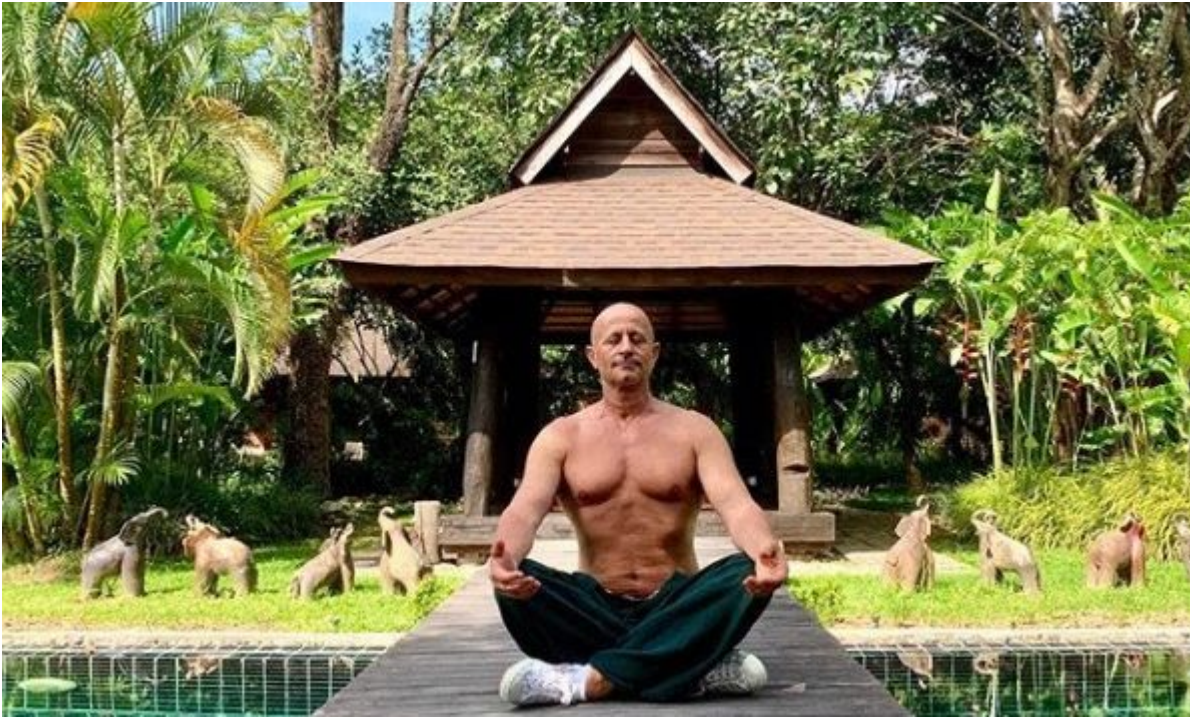
*You can follow Rafi Anteby on [Instagram](#). You can also see and buy his jewelry on the Bullets4peace [website](#).*

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## Oscars 2019: Celebrities Line Up for Rafi's Gifting Lounge at the Waldorf Astoria Beverly Hills







By

[Lauren Burczyk](#)

Rafi Anteby, owner of ShaDang and Bullets 4 Peace, knows just how to create big events and promote celebrities. His jewelry, made out of old bullets, and coated in diamonds and other precious gems, have made it around the necks of celebrities like Rihanna, Beyoncé, and Jamie Foxx. The celebrity fashion icon has participated in nearly 50 Hollywood gifting suites and has given away over \$100,000 worth of bling to help promote celebrity style. This year's *gifting lounge* was held at none other than the Waldorf Astoria in Beverly Hills and it was the perfect place, since you immediately feel like royalty upon entering. The event was held on Friday, February 22nd, 2019. In addition to rewarding [celebrities](#) for their name and likeness, Rafi donates \$100 per attendee to purchase school supplies to a group of orphans in Myanmar.

**Find out why *Rafi's Gift Lounge* was the pre-Oscar event you**

## didn't want to miss!

Unlike other suites that tend to feel convention-like and over-crowded with vendors, Rafi's gifting lounge was intimate, warm and inviting. For example, guests were immediately greeted with mimosas and celebrities were given decorative Fydelity Big A\$\$ bags (big enough to fit a teenage child) to fill with goodies from the various brands. No need to worry about breaking your back from all that weight in the bags either, because designated Rafi staff kindly carried the bags around for the celebrities who requested it. Talk about living in luxury.

The bags come in various designs including donuts, money bills, marijuana or in shiny laminate-looking black or gold. There was nothing more amusing than sitting in the lobby of the grand and prestigious Waldorf Astoria watching grown men and women carrying these enormous decorative bags on their back at the end of the event. I brought my daughter to the event, and the bag was bigger than her.





Natalie Bizzoco carrying Fydelity Big A\$\$ Bag. Photo Credit: Lori Bizzoco

Walking into the lounge, it felt like you were walking into an exclusive party, with couches and tables decorating the center of the room, and finger food lining the various tables. In the center of the room was a wonderful display of Tequila by Gran Cava de Oro Extra Anejo which was sampled in beautiful glass. Guests invited to the lounge were treated to a live concert with performances throughout the event by Rock N' Roll Hall-of-Fame groups *The Temptations* (Louis Price) and *The Platters* (Sonny Turner), as well as the Grammy-winning group *Mary Mary*.



Louis Price of the Temptations performing at the lounge. Photo Credit: Elkhan Shahbazzade

Surrounding the outside walls of the room were at least two dozen brands including, attachable Poopy Poo bag dispensers,

cassette coin purses, trendy pre-tied bows and tie chokers for women, along with one of our favorites, Save The Girls clutches and messenger bags. When it came to skin and face treatments, we were excited to learn more about the Stem Cell Lift with Nathan Newman M.D. Although, tucked into the right corner of the room, there was no denying the fight to get to Dr. Newman's booth for the wonderful gift certificate that awaited celebrity fans.



Two ladies showcasing the products and services at the Nathan Newman M.D booth. Photo Credit: Lori Bizzoco

There were so many products and brands to view throughout the



day, and due to the wonderful atmosphere and friendliness, it could take a while to make your way through. However, two booths that were not to be missed included the gifted trips to Bali and Uganda, where celebrities were given gift certificates to these two amazing destinations. Next to the Bali display was a beautiful table of Passion Roses with a complimentary bouquet going to each guest.



Oscar nominated director Spike Lee posing with host Rafi Anteby on the red carpet. Photo Credit: Denni Christopherson

Rafi's lounge even featured his own luxury jewelry brand, Bullets4Peace which was surrounded by a flurry of celebrities every time we looked or approached it. The event was a star studded affair and guests including Spike Lee, the director of Oscar nominated film *BlackkKlansman*, [Jared Haibon](#), known for his time on the *Bachelor* franchise, and Peter Farrelly, Best Screenplay Oscar nominee for *Green Book* were all in attendance. The best encounter was Lilian Bowden from my daughter's favorite show, *Andi Mack*. That really made her day. The event was a great way for celebrities to discover new

brands and products.



Bachelor alum Jared Haibon and our founder Lori Bizzoco. Photo Credit: Lori Bizzoco

***Rafi's Gift Lounge*** was a great way to spend a Pre-Oscar afternoon. Have you had any experience with the brands that were offered at the gifting lounge? Please leave your comments below.