

# The New York Times

NO REGRETS

## A Billionaires' Trump Rally in the Hamptons

And John Legend sings for his rosé at the Surf Lodge in Montauk.



John Legend, Cuba Gooding Jr. and Christie Brinkley Party in Montauk

### Rosé Surplus

Ever since [George Clooney made a billion dollars](#) hawking tequila, it seems every celebrity over the age of 21 is peddling booze.

On Sunday, [John Legend](#) promoted his new [line of rosé](#) with a concert at [the Surf Lodge](#) in Montauk, N.Y. Once a Humbert Humbert-y dive motel, the remade hot spot is in its 12th summer as trust-fund hipster nirvana, with “sustainable fine jewelry” for sale in the lobby and cartons of Marlboro and Parliament cigarettes next to a tip jar in the restroom.

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Before his set, Mr. Legend answered questions in a room overlooking Fort Pond: His secret for avoiding Hamptons traffic is taking a helicopter. No wine for him before singing, thank you. His jacket and pants in Irish Spring colors were provided by Gucci.

The performance took place against a backdrop of acrylic artwork by **Brandon Boyd**, the Incubus frontman, who cheered from the deck, as two dozen paddleboarders listened on the pond. [Cuba Gooding Jr.](#), the actor, fought his way to the front while **Christie Brinkley** and her look-alike daughter, **Sailor Brinkley-Cook**, also a model, watched through the screens on their phones.

Also swaying along were **Molly Sims**, the model and actress, and her husband **Scott Stuber**, a Netflix executive; **Rachel Zoe**, the stylist, who wore a floor-sweeping teal-green vintage Halston; **Eric Ripert**, the chef; **Cynthia Rowley**, the designer; **Dylan Lauren**, the candy purveyor; and **Jayma Cardoso**, an owner of the Surf Lodge.

At one point, **Peter Brant Jr.**, standing on a second-floor fire escape with a beer in each hand, summoned a photographer from the throng to take his picture.

After the show, **Francisco Costa**, a former women's creative director of Calvin Klein, hosted a small dinner to promote his new beauty range, Costa Brazil.

Guests like **Don Lemon**, the CNN anchor, and his fiancé, **Tim Malone**, dined on steak and lobster as mosquitoes dined on the guests. Mr. Costa mentioned that his new products incorporate Breu, a resin from the Amazon rain forest that is a natural insect repellent.

Guests dabbed themselves with samples, and the mosquitoes left to dine at a different table.