

Case Study:

1 Hotel, Miami, FL

Specialized Fitness Programming

Pop-Up Retail Shop

- ✓ Created customized pop-up activations including rooftop fitness classes and curated retail boutique featuring luxury activewear.
- ✓ Worked in partnership with other hotel vendors to complete an overall wellness experience within the pop-up.
- ✓ Partners included Blow-Dry and Styling Bar by Joel Warren, art installation by Antoine Verglas, retail activation with luxury activewear partners, roof top fitness classes
- ✓ Worked closely with the GM, hospitality group and marketing to manage the program design, customer service, and client experience of the pop-up.

