



## H A U T E



Haute Living has successfully executed more than 75 events throughout the past year, strategically aligning key celebrity influencers, cover stars and business moguls with high-profile dinners and experiential events, in conjunction with the world's leading luxury brands. Together, we design bespoke experiences for our clients and guests. Each time, we bring something unique and fresh to the table, adding personal touches to create both memorable and press-worthy experiences.



H A U T E
MEDIA GROUP

BILLION IMPRESSIONS

75+ EVENTS PER YEAR

With extensive experience working with luxury brands—yielding proven ROI and sales-generating results—Haute Media Group brings together a carefully-curated group of individuals that is aligned with each respective brand, and that shares a passion for luxury lifestyle for each money-can't buy experience. Spanning verticals including high-end timepieces, jewelry, automobiles, fashion, wine & spirits, yachts, beauty, real estate, private aviation, the arts and more, our unique access to celebrities, artists, acclaimed chefs and unattainable venues enhances each event, leaving our guests and clients with some of the most memorable and valuable luxury experiences.







### **INITATIVES**

- · Collectors' Dinners
- · Product Launches
- · Culturally-relevant Celebrations
- · Signature Events
- · Brand Experiences: Shopping, Tasting or Test-Drive Events (Fashion, Spirits/Culinary, Automobile/Yachts)

### **360-DEGREE APPROACH**

- · Event conceptualization, planning and execution
- · Venue acquisition
- · Guest list curation
- · Celebrity/chef/artist/influencer tie-in
- · Media amplification via print, digital and social platforms, as well as added PR efforts to secure third-party press



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TOT LIVING BY HAUTE LIVING

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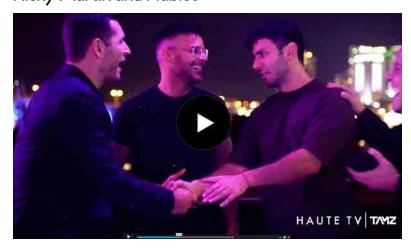
SIGNATURE **EVENTS** 

SELECT **CLIENTS** 



### HAUTE **TIME**

## Featured Activation: Art Basel Bash Taking Over The PAMM with Ricky Martin and Hublot



- Hosted celebrity collectors' dinner for Hublot by tying in Haute Living cover star Ricky Martin during Miami's Art Basel
- Took over the iconic Pérez Art Museum Miami during Art Week
- · Revealed a special timepiece collaboration between Hublot & Richard Orlinski
- Integrated the celebrity with the brand by having him wear the watch on both the cover and at the event
- · Scheduled private museum tours for guests with the director of the PAMM after-hours
- · Featured private musical performance by an acclaimed violinist

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#### More Activations:

 ${\sf FLIBS\ Collectors'\ Dinner\ with\ Ulysse\ Nardin, Benefiting\ One\ More\ Wave}$ 

View More | See Video

D| Khaled's Blowout Birthday with Roger Dubuis

View More

The Ulysse Nardin Freak World Lauch

See Video

Hublot Collectors' Dinner with French Montana at the unveiling of Papi Steak

See Video

Art Basel Hublot Loves Art Party

See Video

Grand Seiko Omakase Dinner at Sushi by Bou

See Video

Zenith x Swizz Beatz

View More | See Video

#### Notable Attendees:

Ricky Martin, DJ Khaled, Steven Tyler, Kris Jenner, Sharon Stone, Scottie Pippen, David & Victoria Beckham, Luis Fonsi, Chef Nobu Matsuhisa, Chef Daniel Boulud, Swizz Beatz, Carmelo Anthony, Nicky Jam, Offset, Julian Edelman, Chef Morimoto, French Montana, Michael Strahan, Vanessa Hudgens



### HAUTE FASHION

#### Featured Activation:

Christian Louboutin Shopping Event During Super Bowl Week



- Activated Christian Louboutin Miami design district boutique during Miami's highly anticipated Super Bowl LIV week
- Curated an enticing shopping experience, inviting Miami's tastemakers to get a first-look at the brand's football-inspired line
- Exceeded promised sales quota by more than 50 percent

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#### More Activations:

Private dinner with Christian Slater & Dior Homme

#### View More

Fearless in Fashion Panel at Saks Fifth Avenue, Brickell City Centre

#### View More

Carbone pop-up at Zegna Miami with Mario Carbone

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#### Notable Attendees:

Mario Carbone, Christian Slater, Eudoxie Bridges, Cuba Gooding Jr., Carmelo Anthony, Loren & JR Ridinger, Shareef Malnik, Gabrielle Anwar, Barry Skolnick, Adrienne Bosh, Pamela Silva, Lisa Hochstein



### HAUTE AUTO

## Featured Activation: Private Dinner with Todd Gurley and Rolls-Royce



- $\cdot$  Car collectors' dinner with LA Rams NFL player Todd Gurley
- Cocktail was curated around a Rolls-Royce Phantom where guests sipped champagne and viewed the luxe car up close and personal. Todd Gurley arrived in a chauffeured Rolls-Royce Phantom
- Dinner followed in Mr.C's private dining room for 50 guests. Dinner concluded with a tasting of luxury cognac LOUIS XIII

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#### More Activations:

Lamborghini Miami Collectors' Brunch **View More** 

Rosenhaus Sports' annual summer barbecue with NFL players & Rolls-Royce test drives

View More | See Video

Haute Living, Rolls-Royce, Hublot and LOUIS XIII celebrated the second night of Super Bowl LI

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#### Notable Attendees:

Richard Gere, Quincy Jones, Jim Brown, Todd Gurley, Antonio Brown, Padma Lakshmi, Ludacris, Jermaine Dupri, Scottie Pippen, Jay Ajayi, J Balvin, Wilmer Valderrama



### HAUTE SPIRITS

#### Featured Activation:

Quincy Jones Grammy week party with LOUIS XIII



- · Celebrated 'Thinking a Century Ahead' Icon Series
- · Hosted the celebration for Quincy Jones during Grammy week
- Held a celebratory toast and signature LOUIS XIII tasting commemorating Quincy Jones' iconic career

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#### More Activations:

Luis Fonsi Art Basel bash with Belvedere
View More | See Video

Private dinner with J Balvin & Buchanan's Whisky View More | See Video

Scott Eastwood private dinner with LOUIS XIII

See Video

Maluma cover release presented by Cîroc **See Video** 

Jim Brown Legends Dinner with Rolls-Royce and LOUIS XIII during Super Bowl LI

See Video

#### Notable Attendees:

Quincy Jones, Ludacris, J Balvin, Luis Fonsi, Caroline Wozniacki, Derek Jeter, Anthony Davis, Tilman Fertitta, Ray Lewis, Jim Brown, Troy Aikman, Maluma, LeBron James



## HAUTE YACHTS

#### Featured Activation:

Private dinner with Giancarlo Stanton & Sunreef Yachts during Miami International Boat Show



- · Activated Sunreef Yachts during Miami Boat Show with celebrity cover star Giancarlo Stanton
- Hosted dinner of 40 qualified guests at Mr. C Coconut Grove, located just minutes away from the show
- Tied in complementary partners: XO lets (private aviation) and LOUIS XIII (spirits)
- Honored one of the MLB's top players, Giancarlo Stanton, who owns a home in Miami and loves the yachting lifestyle

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#### More Activations:

Sunset cruise aboard Utopia III with LOUIS XIII

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Private LOUIS XIII and Petrossian Caviar sunset hour aboard Merle Woods' S/Y Claire during Miami International Boat Show

#### View More

FLIBS Hospitality Mansion powered by Holman Motor Cars

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Haute Living VIP Lounge at Island Gardens Super Yacht Show

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#### Notable Attendees:

Giancarlo Stanton, Marc Anthony, Loren & JR Ridinger, Chef Daniel Boulud, Ray Lewis, Fat Joe, DJ Khaled



### HAUTE RESIDENCE

#### Featured Activation:

Private dinner with Greg Norman at 57 Ocean's sales center



- · Hosted dinner of prospective buyers in 57 Ocean sales gallery
- Curated the guest list with clients in the market to buy who served as potential end users for 57 Ocean
- Delivered third-party press to the property by hosting the cover launch dinner at its brand-new sales gallery

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#### More Activations:

Private dinner with Kaley Cuoco & One Thousand Museum

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Haute Residence Real Estate Summit powered by Armani/Casa Residences

#### View More

Troy Aikman Super Bowl Dinner at 57 Ocean

#### View More

Miami Summit 2020

#### View More

Miami Summit 2018

#### View More

NYC Summit 2018

#### View More

Residences by Armani Casa brunch with NY Yankee Star CC Sabathia and wife Amber supporting their PitCChin Foundation

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### HAUTE **BEAUTY**

#### Haute Beauty Summit presented by Juvéderm



- Haute Living's Beauty Summit presented by Juvéderm collection of fillers at Residences by Armani/Casa
- Populated opening night dinner with Miami's influencers and potential endusers, such as clients, high-net-worth attendees, The Real Housewives of Miami, and featured panelists
- For its inaugural Beauty Summit, Haute Living partnered with Allergan's Juvéderm collection of fillers for an insightful and interactive Haute Living Beauty summit held at Residences by Armani/Casa on June 13<sup>th</sup>.
- The industry's leading plastic surgeons, medical professionals, beauty
  aficionados and influencers gathered for a three-panel event in the
  heart of Sunny Isles as the beauty industry's leading professionals
  discussed the latest in trends, injectable fillers and more

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### TOT LIVING BY HAUTE LIVING LIVING

## Featured Activation: Cybex for Scuderia Ferrari Collection



- · Held product launch inside Miami's luxe Ferrari showroom
- To launch its latest collection—the Cybex for Scuderia Ferrari collection—the high-end child safety and juvenile product company Cybex hosted a swanky cocktail party, together with TOT Living by Haute Living
- · Invited Miami's finest to check out the sporty and chic new collections of strollers and baby carriers, as well as to test drive the latest and most-desired Ferraris on offer

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#### More Activations:

Asahd Khaled's 1st birthday + Cybex

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Asahd Khaled's 2nd Birthday

See Video

Asahd Khaled's 3rd Birthday

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Antonio Brown's Birthday Bash

View More | See Video

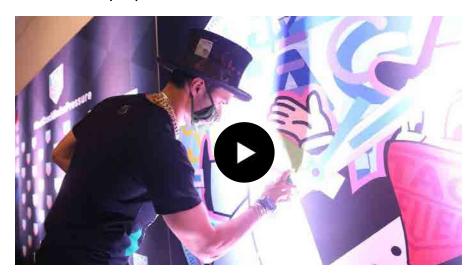
#### Notable Attendees:

DJ Khaled, Karolina Kurkova, Antonio Brown, Fat Joe



## HAUTE ART

## Featured Activation: Alec Monopoly



• TK

With its platform and strong network, Haute Living has launched some of the world's most recognizable names in the world of art including Alec Monopoly, Mr. Brainwash, Domingo Zapata, Hebru Brantley, Bradley Theodore and more.

#### More Activations:

Domingo Zapata

View More | See Video

Mr. Brainwash

View More | See Video

Hebru Brantley

View More | See Video

Haute Living, Hublot and Mr. Brainwash Art Basel

See Video

Shepard Fairey x Wynwood

View More

Hublot x Cruz Diez

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#### Notable Attendees:

Shepard Fairey, Richard Orlinski, Mr. Brainwash, Domingo Zapata, Alec Monopoly, Philippe Starck, David Yarrow, Bradley Theodore, Mad Steez W

## SIGNATURE EVENTS

#### Featured Activation: Steven Tyler Janies Fund



- $\boldsymbol{\cdot}$  Private dinner with Steven Tyler with prospective donors to benefit Janies Fund
- Haute Living honored its latest cover star, rockstar legend Steven Tyler of Aerosmith, together with Ulysse Nardin, XO and Illa Bimini Resort and Residences, at the 1 Hotel Sky Penthouse
- The night served as an opportunity to educate the crowd on Steven Tyler's charitable organization, Janie's Fund

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#### More Activations:

Annual Haute 100 honoring Dwyane Wade

View More | See Video

Annual Haute 100 Honoring Emilio Estefan

View More

Annual Haute 100 Cipriani Downtown Unveiling

View More

Annual Haute 100 at Faena Theatre with Dom Pérignon and Hublot

See Video

Private dinner with Jim Brown & The Amer-I-Can Foundation during Super Bowl

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Haute Living Luxe and Leisure weekend at Brickell City Centre

See Video

Global Gift Gala with Rick Martin and Eva Longoria

View More

Sharon Stone's Planet Hope

View More

#### Notable Attendees:

Dwyane Wade, Pharrell Williams, Derek Jeter, Emilio Estefan, Karolina Kurkova, Alec Monopoly

## **SELECT CLIENTS**

TIME

**AUTO** 

**SPIRITS** 

**HUBLOT** 











ROGER DUBUIS















**BENTLEY** 

MAYORS

## **SELECT CLIENTS**

### **REAL ESTATE**









ONE THOUSAND MUSEUM RESIDENCES BY ZAHA HADID ARCHITECTS





### **FASHION**



GUCCI

Dior



Ermenegildo Zegna

### **HOSPITALITY**







**AVIATION + YACHTS** 





# H A U T E MEDIA GROUP



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