

**COTY**  
BEAUTY, LIBERATED

## EXCLUSIVE. NOT EXPENSIVE.

VIBE Delivers Exceptional Beauty on a Budget for Coty

Organizing a small event that is just as memorable as a larger event can come with many challenges. Impressive bigger venues are often better suited for groups of 100 or more, and smaller more intimate venues can seem crowded or low-quality for comparison. There is also a matter of not overspending for a limited audience, especially when it comes to food & beverage minimums or gratuities. Thankfully for Coty, VIBE's vast knowledge of the Miami area allowed for a "just right" fit for their two-day sales meeting in August of 2019.

## THE ASK

Coty, the multi-national beauty company, was planning on hosting 30 people for a strategic sales and marketing event. The aim was to find an intimate setting appropriate for the limited number of guests, without sacrificing quality or aesthetics. At the same time, Coty wished to remain economical and not needlessly overspend on a space that was too large. The theme of "summer days" was also essential to the event, and the space needed to fit the concept – which is why Miami had been chosen as a host city.

## THE ANSWER

Miami has literally hundreds of options when it comes to stunning venues – but there are only a few spaces that can deliver exceptional quality, service, and value when it comes to events of any size. VIBE leveraged its in-depth knowledge of the city to suggest a short list of venues to Coty that we would help them scout and approve. The final choice, The Shore Club in the historic Art Deco district of South Beach offered the boutique intimacy that Coty wanted, along with numerous options for tailoring the event to exact specifications.

## THE VIBE



The Shore Club hosted a product showcase and classroom-style event, and VIBE accented the hotel's fashionable design with simple, elegant décor such as white hydrangea florals. The menus for all meals and breaks were hand-selected for ease of presentation and flexibility to suit any and all dietary needs.

At the end of day two, attendees were invited to another South Beach icon – Soho Beach House – a private, members-only club with a select number of dining options perfect for smaller groups. VIBE designed a mock-reflecting pool with colorful floating balls along with a Coty backdrop to complete the scene. Guests were given photo props and access to a polaroid camera for staging their own memorable moments with the photo scene.

In addition to unique venue choices and customized décor, VIBE also made sure the theme of "summer days" could be felt in the closing night's dinner selection. Rather than a stuffy plated dinner or an overly informal buffet, VIBE organized a stationed dinner featuring paella to further reflect the summer theme. A DJ and dancing also reinforced the carefree sunny spirit of summer. "Our clients at Coty appreciated the commitment of the team to go the extra mile and the creativity with which we executed their vision," shares Valerie Bihet, lead at VIBE. "We've been fortunate in our repeated work with Coty that we understand the brand and how they like to communicate. This has allowed us to create memorable experiences for them time and time again."

## CLIENT TESTIMONIAL:

*Working with the vibe was such a breeze again. We sincerely thank Valerie and her team for their exceptional service, attention to detail, creativity, and on-going attention during our two-day marketing and sales meeting. It's refreshing to work with a company that understands not only the luxury industry's dos and don'ts but truly understands our company. Yes, you guys do get our "our vibe"!*

COTY