



**MONT
BLANC**

A SIGNATURE GALA & MEETING

VIBE Coordinates
a Dual-Purpose Event
for Mont Blanc

For Mont Blanc, their network of distributors and retailers are key primary clients. As such, their yearly product line presentation sets the tone for sales and marketing for the year to come, and the events surrounding the annual presentation must reflect the same luxury and quality for which the brand is known throughout the world.

THE ASK

In March of 2019, Mont Blanc wanted to connect with 40 North American partners in a two-part event that would include an exhibition and celebration, as well as the opportunity for one-on-one meetings for those that wanted more details or had specific questions about product or plans for the year ahead.

THE ANSWER

VIBE suggested the Four Seasons hotel in Surfside, on Miami Beach, as a “home base” for the event. From this location, Mont Blanc had a suite that was custom decorated and set up for business operations and personal meetings, complete with catering as necessary throughout the day. For the celebration, a Gala Dinner was planned aboard the Seafair, a mega-luxury yacht that specializes in events, with dazzling city views as the vessel sails the shores just off the coast of Miami. The Seafair Skydeck was used for cocktail hour, and a seated dinner took place inside.

THE VIBE



Flawless attention to detail was given to every aspect of the gathering spaces at the Four Seasons and aboard Seafair. Gorgeous flowers, red carpet entries, a Jazz trio during the gala cocktail hour, live music with electric violins at dinner, and a calligrapher showcasing Mont Blanc writing instruments were all part of the total experience.

“When representing one of the highest-caliber brands in the luxury goods market, it’s absolutely necessary to leave nothing to chance,” explains Valeria Bihet, founder of VIBE. “We selected Four Seasons and Seafair because we know they share our uncompromising standards when it comes to quality and service. This made them both a perfect fit for a discerning audience used to the very best.”

CLIENT TESTIMONIAL:

I believe in good energy when I work and that is exactly what I get every time I work with Vibe - Adaptability, friendly team, professionalism, thoroughness and transparency, reactivity and proactivity, attractive prices

Mont Blanc