



The Ethereal

We Create Moments.



THE ETHEREAL @ FLOW BRICKELL

INVITE & APPROVAL ONLY ETHEREAL RUNWAY SHOW

Creators, Executives, Brands, Artists, Founders and more

Instagram: @theetherealshow | Website: the-ethereal.world

The Ethereal Runway Show @ Flow Brickell

Dec 5, 2025 (6PM - 9PM)

Every December, Miami becomes the epicenter of global art, and fashion, drawing millions of affluent consumers, collectors, creators, executives, and brands from around the world for Basel Week Miami.

Guests are invited into a world where high fashion meets vibrant atmosphere — an immersive journey that merges artistry, innovation, live sound, and interactive art with fashion for a truly unique experience. An Art Basel 2025 runway experience blends couture with Miami's tropical allure. Set against a backdrop of elegance and luxury, the show redefines Miami's fashion standards through unique and avant-garde design.

Runway Show | Red Carpet | Live Music | Live Painting | Networking | Brand Activation | Gifts



THE ETHEREAL RUNWAY SHOW LOCATION

Flow Brickell

275 SW 6th St, Miami, FL 33130

Positioned at the heart of Miami River within illustrious Brickell,
Flow is Miami's newest landmark.

As the first Basel week at Flow, introducing the property to the creative industry is a vital opportunity, attracting press, influencers, and global attention.

Flow Brickell Overview

6+ Activation Zones

Prime Miami River Brickell

Bar | Lounges | Photo Op

Brand New property (Oct 25 open)





Dec 5th | The Ethereal Show

Exploring high fashion, integrating visuals, sound, brands, and tech to transform runway event into a fully sensorial journey.

1 400+ Attendees

2 Location & Time

Location: Flow Brickell

Time: 6PM - 9PM

3 Programming:

1. Runway show
2. Musical Performances
3. Brand Activations
4. Photo Ops/Red Carpet

4 Invited Special guests/Influencers:

Sony Music, MoroccanOil, Marangoni Institute, Giorgio Armani, Google, Legacy Airlines, Grammy U and more

5 Designers

4 International designers
Couture/Formal/Avant-gar

6 Brand Opportunities

Backstage integration, product placement/display, red-carpet, step-and-repeat, activation, seat branding, gifting, photo ops, afterparty



istituto marangoni
the school of design



Ethereal's Events

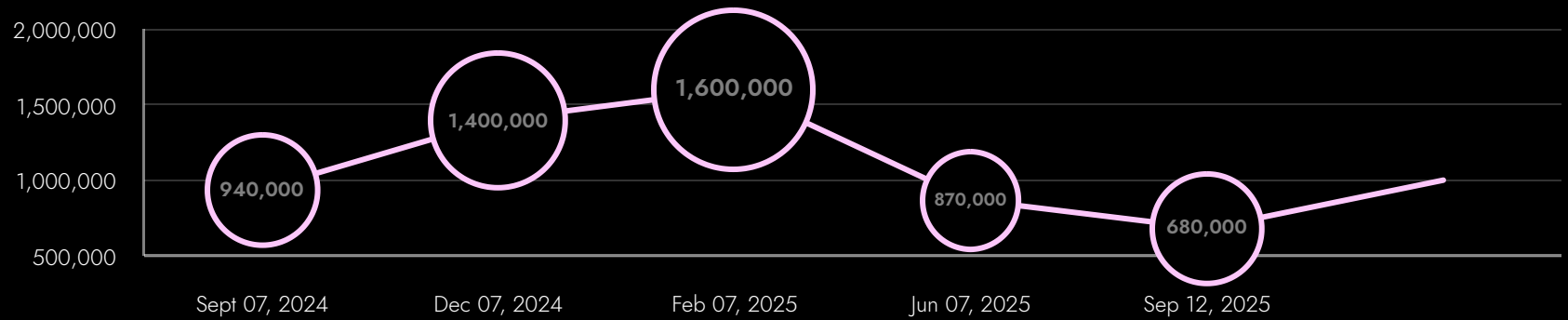
By The Numbers

Avg. Impressions for Partners

50,000+

Ethereal's Age Brackets

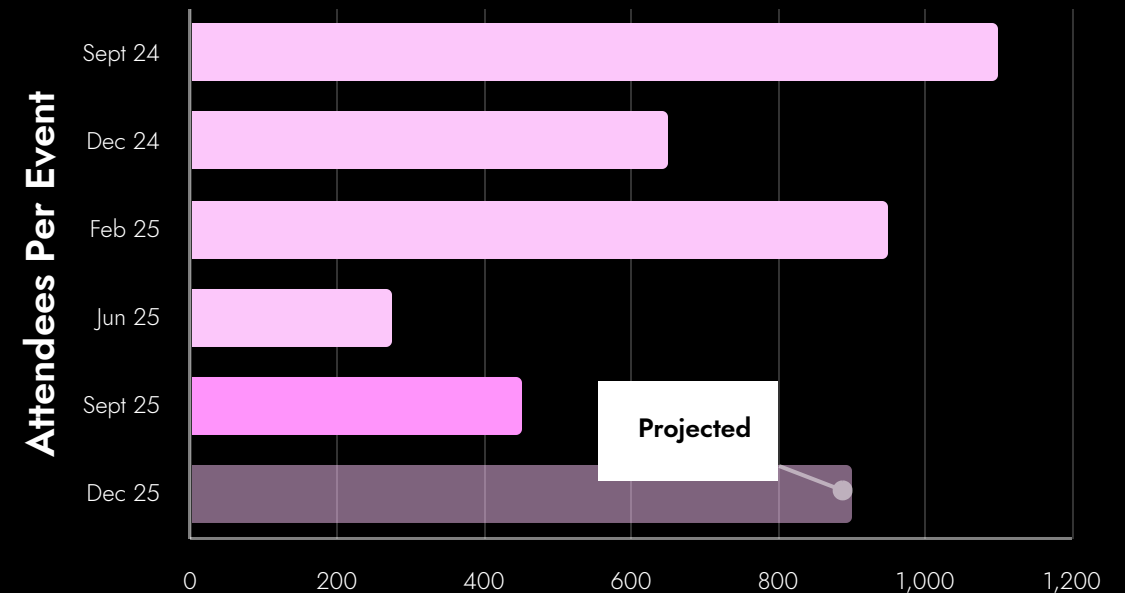
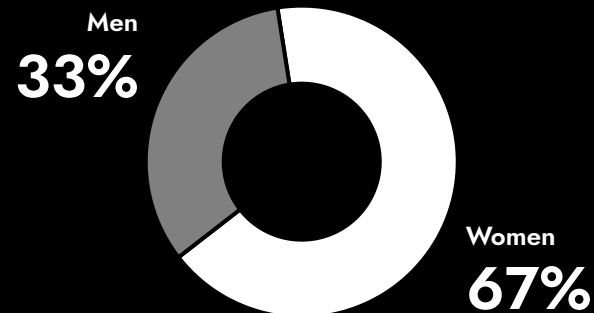
28%: 21 - 25
27%: 26 - 34
40%: 35 - 44
10%: 45+



Impressions per Event

\$110,000

Avg. Yearly Income of VIP's



Meet the Team

Bridging
expertise in
event planning,
mass
marketing, and
planned media.



Snow Datsiuk

Ukrainian entrepreneur, founder
of JCMS creative agency
operating across U.S. and
Canada

P: +1 332 733 0177 |

Snow@the-ethereal.world

Point of Contact: Programming,
Talent, Brand Activations and
Creative planning



Jonathan Sherman

CEO of Return Records
distributed through Sony Music,
World economic forum digital
controller

P: +1 301 335 2794 |

Jonathan@the-ethereal.world

Point of contact:
Production & VIP relations



Katlyn Brown

Creator specializing in
partnership sales. growth &
innovation blending expertise in
sales & creative design.

P: +1 540 842 1310 |

Katlyn@the-ethereal.world

Point of Contact: Content
delivery, Creative planning, Brand
coordination



Shaheer Mallick

Canadian entrepreneur is a leader
in brands, media, & marketing
with over a decade of impact.

P: +1 647 632 8958 |

Mallick@the-ethereal.world

Point of Contact: Activation
logistics, Reporting, resourcing



Yana Maor Nigen

Art Curator and Founder of Waste
Reduction Art Project Inc.

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yana@wrapnow.org

Point of Contact:
Art & Brand Activations

Ethereal
Partners
we've
activated:
Past 12
months

94
International
brands in
total

TARFORM



Groover

LUXURI
GROUP

BRÈZ



prossence



EMPIRICAL



TOPICALS

magic
mind



GORGIE



Why Partner With The Ethereal



Scaleability

- **North America's Cultural Circuit, One Partner:**
Reach NYC, Toronto, Montreal, Miami, Houston & more—no need for multiple agencies.
(Standalone popups often cost brands \$20K+ minimum)
- **Direct Access to High-Spending, Culture-Driven Audiences**
Connect with industry leaders, tastemakers, and engaged guests



Creative Assets

- **Custom Activations**
From runway, backstage, booths, and on-street to pop-ups, your brand integrated, entirely.
- **Premium Social Content & Influencer Buzz**
Receive custom photo/video, influencer and interview ads
Edited overview videos & raw files delivered within 7 days.



Audience Reach

- 300-1,200 guests per show
750k+ impressions per event
- **Proven Results & ROI**
Activated with brand partners such as; Liquid Death, Oulac (Paris), Magic Mind and more.
- **5 million+ organic impressions across North America as sponsor ROI**

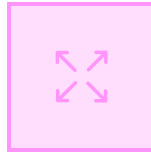
Primary Event Partner: \$16,000+

Your brand is centre stage, branded details carefully places across hotel, runway, wellness event.
Inclusion in all Ethereal events during Art Basel.



Marketing Materials

- 5+ posts highlighting your brand before & after event
- Social media tags, shoutouts, blast inclusions guaranteed
- Your brand leaves with content for the next quarter
- Every post adorned with sponsored by "your brand"



Large Scale Activation at all Events & dedicated Media Team

Large-scale activations featuring:

- Venue-wide signage
- Customized branded stands

Example: [Neurable](#)

- Dedicated media team capturing photos and videos tailored for your brand.
- Standalone centrepiece, curated set branded to bring attention to your brand

Example: [Tarform](#)



Post Event Promo Shoot

We secure talent and venues aligned with your goals, while managing deliverables and on-site creative direction.

All content is captured and delivered for your campaigns and social media.

Example: [Rrule Jewelry](#)

Example: [Delanci Cosmetics](#)

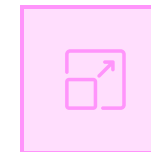


Product Placement (VIP bags & Giveaways)

Products included in VIP bags, installations, guest entry, and as exclusive gifts upon exit.

Multiple giveaways prior and post event

Example: [Elgrissy Diamonds](#)



Multiple Art Basel events Inclusion

Details available upon confirmation of interest

Full Immersion: \$8,500+

All Core & Show + VIP lounge, Full brand integration



Logo Placement & Influencer List (with additional blasts to the creators about your brand)

- Logo on the step-and-repeat
- Influencer list



Product Placement (VIP bags & Giveaways)

Products can be included in as exclusive gifts in VIP bags, installations, guest entry/exit with a call to action

Multiple giveaways before/after event

Example: [Elgrissy Diamonds](#)



Marketing Materials

- 2/3 posts highlighting your brand before & after event.
- Your brand leaves with content for the next month



Post Event Promo Shoot

We secure top talent and venues aligned with your goals, while managing brand deliverables and on-site creative direction. All content is captured and delivered for your campaigns and social media.

Example: [Oulac Cosmetics](#)

Example: [Delanci Cosmetics](#)



Branded Activation & Personalized Media Team

Large-scale activations featuring:

- Venue-wide signage
- Customized branded stands
- Photobooth, branded mirror
- Branded polaroid wall for guest/model photos
- Dedicated media team capturing content tailored exclusively for your brand.

Example: [Emra New York](#)

Example: [Tarform](#)

Example: [Neurable](#)

Core Activation: \$4000+

Show Partner + Custom Activation



Custom Activation

Showcase your brand alongside other curated luxury elements.

Exclusive product display or installation tailored to your brand's identity & vision.

Example: Middle Eastern Perfume Brand - Jardin Du Desert

Example: Luxury Handbags - Olena NY

Example: Jewelry brand - RRule



Logo Placement & Influencer List

Your logo on step-and-repeat
Influencer list provided post event.

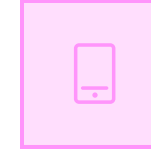


VIP Bags + Influencer giveaways

Pre-selected influencers will receive exclusive gifts, samplers, and personalized brand experiences.

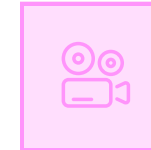
Example: VIP bag reveal

Giveaway Example: Elgrissy Diamonds



Social Media Collaboration

Social media tags, shoutouts, and collaborative posts highlighting the partnership ahead of & after the event.



Behind-the-Scenes Content + Full Content Share

Full access to professional photo and video content, plus brand visibility through strategically placed signage across the venue and backstage.

Example: Oulac Cosmetics

Example: Hop Water

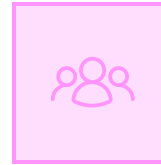
Show Partner: \$1500+

Everything in previous + Basic social & experiential content



Content Access

Full access to all photos and videos captured by our photographers and videographers (product shots, backstage content, guest interaction/reaction).



Influencer List

Influencer list provided post event.

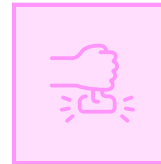
Example: **Magic Mind**



VIP Bags

Include a memorable gift with a call-to-action for influential guests, such as media, decision-makers, and lifestyle influencers.

Example: **VIP/Goodie Bag**



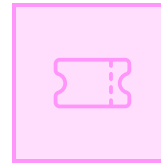
Branded Area

Specific content deliverables for your brand



Logo Placement

Feature your logo on the step-and-repeat backdrop for prominent visibility.



Entry for brand attendance

Product Donation



VIP Bags

Include a memorable gift with a call-to-action for influential guests, such as media, decision-makers, and lifestyle influencers.

VIP/Goodie Bag



Logo Placement

Feature your logo on the step-and-repeat backdrop for prominent visibility.



Influencer List

Influencer list provided post event.



Entry for brand attendance

The Ethereal Gallery

See for yourself what an Ethereal production looks like



**The Ethereal |
NYFW 2024 (Sept)**



**The Ethereal | Art
Basel 2024 (Dec)**



**The Ethereal |
NYFW 2025 (Feb)**



**The Ethereal Gala
2025 (June)**

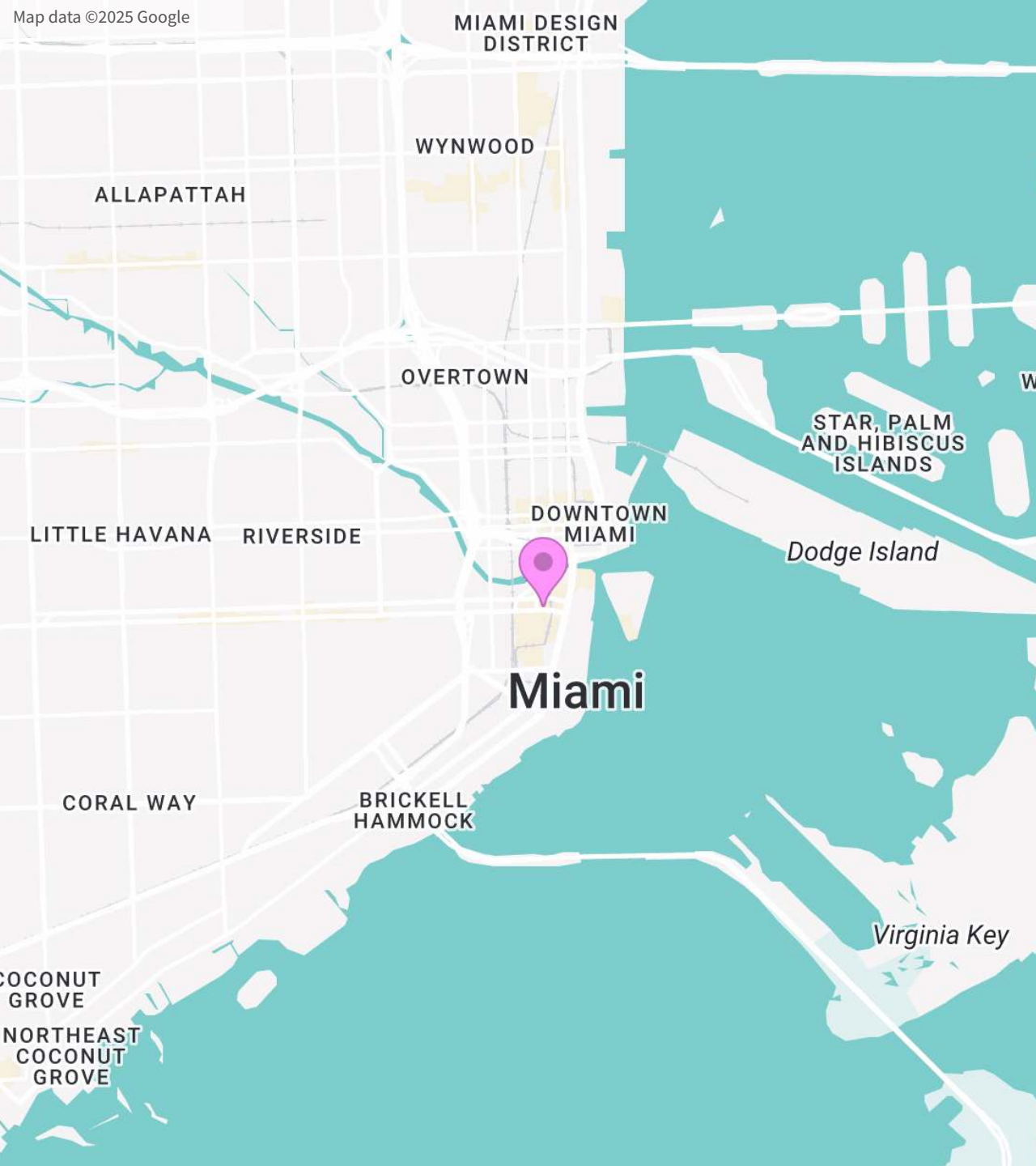


**The Ethereal |
NYFW 2025 (Sept)**

The Ethereal Gallery Link ([🔗](#))



If you don't tell your story,
someone else will.



We look forward to working with you for Basel in Miami.

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Sept 12th | The Ethereal Show NYFW

Presented by The Ethereal, this immersive runway experience at SHIFT during New York Fashion Week 2025 transformed the traditional show format into an interactive journey.

1 Attendees & Venue:

~200 attendees at **Shift Midtown**-
Located in the heart of Manhattan

2 Features

- Fashion Show
- Live music and Dance performances
- Red Carpet
- Curated Brand Activations
- Luxury Giveaways

3 Invited Special guests:

Vogue, Arte Museum, KY Law, Neurable, Marriott Hotels, One Cut Hospitality, Emra New York, Armani, Los Lobos, World Economic Forum, Virgin Hotels and more

4 Brand Partners

38 brands partners including: Emra New York, Virgin Hotels, NYC Footy, KY Law firm, Return Records, Framesi, De'lanzi, Aloh and more



June 7th | The Ethereal Gala

A premiere opening event of New York's dynamic June season - welcoming audiences from Tech Week, Music Week, Tribeca Film Festival, Gov Ball, and the Tony's

1 Attendees & Venue:

~300 attendees at **UNVEILED** -
Located at The 5 Star William Vale
Hotel property

2 Features

- Fashion Presentation
- Live music and Art performances
- Red Carpet
- Curated Brand Activations
- Luxury Giveaways

3 Invited Special guests:

MoroccanOil, Ferrari, Recording Academy (Grammy's), Sony Music, Orchard, Soundcloud, Giorgio Armani, Google, Jetblue, United Airlines, Citibank, Grammy U and more

4 Brand Partners

13+ brands partners including:
Elgrissy Diamonds, Empowered
Luxury Transportation, Return Records
(Sony Music), Los Lobos, Gorgie,
Truvani and more



Feb 7th NYFW 2025

Transformed a historical venue that represented an old banking building, into a hi-fi, futuristic, tech filled space, using LED's sound, and light.

1

Attendees & Venue:

950+ people at a historic 200 year old venue on Wall street

300 participants

2

Designers

8 International high-end designers

Streetwear, experimental

3

One of the most attended show at NYFW in February

4

Social Media

Over half a million views

5

Partnerships:

26 Brand Partners

6

Influencers:

30+ Influencers coming from New York, Miami, Houston, Toronto, LA

Over 2.5+ million followers

7

Special guests:

Recording Academy, Sony Music, World Journal, Major of NY Family, Cosmopolitan Magazine, TIDAL, BCG, Oscar De La Renta, Shutterstock



Dec 7th Art Basel 2024

Transformed the 1st, 2nd, and 10th floors of a 5-star hotel into an immersive art gallery and turned the rooftop pool deck into the largest fashion show activation at Art Basel 2024.

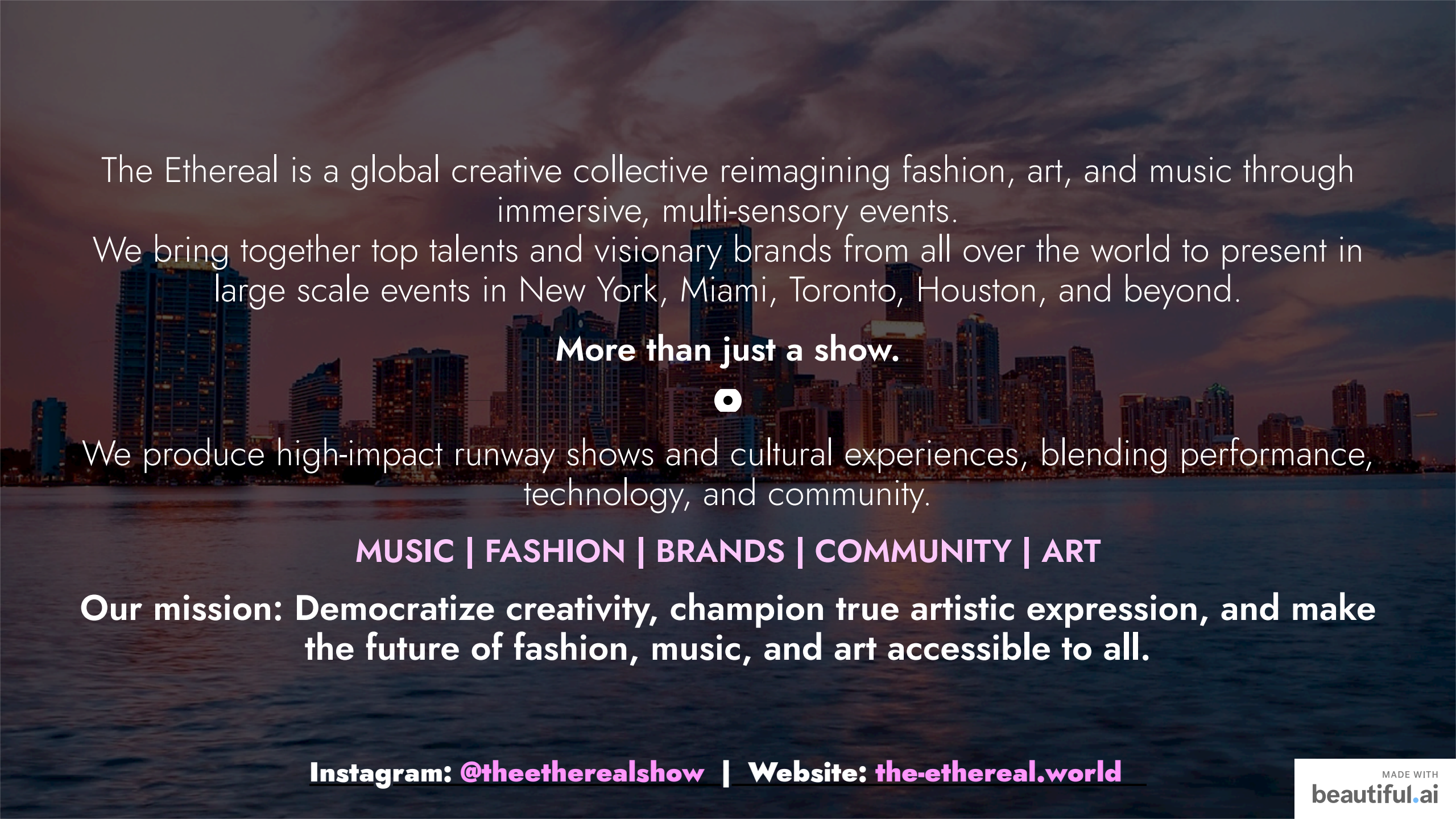
- 1 Attendees & Venue:**
over 300 attendees at Dua Miami Hotel (5*), Miami, Florida
150 participants
- 2 Largest Art Basel 2024 Fashion Show + highest Dua Hotel revenue generation since the opening**
- 3 Designers**
3 International couture designers
- 4 Social Media Reach**
189,000 engagements in 1,5 months
+ 1000 followers in 1,5 months
- 5 Partnerships:**
23 Brand Partners
- 6 Influencers:**
30+ Influencers coming from New York, Miami, Houston, Toronto
- 7 Special guests:**
Tuana Schumacher, Miami Swim Week, Airmatrix, Rondah powered by Techstars and GPMorgan



Sept 7th NYFW 2024

Transformed HK Hall into a multi-level fashion experience, cementing it as the second largest show of NYFW in September 2024.

- 1 Attendees & Venue:**
 - 1200 + attendees at HK hall (15,000+ sqft)
 - 300 participants
- 2 Designers**
 - 8 International upscale designers
- 3 Social Media Reach**
 - 402K engagements during event month
 - + 1500 followers in 2 months
 - Influencers from varying markets
 - Combined 8 million + reach on Instagram
- 4 Partnerships**
 - 6 Mainstream brand partners (Liquid Death, Repurpose etc.)
- 5 2nd Largest NYFW Show in September 2024**
- 6 Special guests:**
 - MoroccanOil, Elle Magazine, Houston Fashion Week, Deloitte, World Economic Forum



The Ethereal is a global creative collective reimagining fashion, art, and music through immersive, multi-sensory events.

We bring together top talents and visionary brands from all over the world to present in large scale events in New York, Miami, Toronto, Houston, and beyond.

More than just a show.



We produce high-impact runway shows and cultural experiences, blending performance, technology, and community.

MUSIC | FASHION | BRANDS | COMMUNITY | ART

Our mission: Democratize creativity, champion true artistic expression, and make the future of fashion, music, and art accessible to all.

Instagram: @theetherealsow | Website: the-ethereal.world

Content Deliverables & Coverage

Professional documentation and amplification of your brand integration across channels.



Professional Coverage

High-quality photos and videos of cocktails, bartenders, and branded spaces by professional media team

Content Examples: [Lobos Content Portfolio](#) - Organic shots/Raw Pictures



Influencer Content

Strategic tags in posts/stories reaching **7M+ combined reach** across influencer networks

Content Examples: [Magic Mind Tags](#) - Influencer story tags organic + gifting



Post-Event Recap

Professionally edited highlight video with seamless sponsor integration and brand storytelling

Content Example: [Instagram Reel Example](#) - Viral content performance showcase