



The Ethereal

We Create Moments.



ISTITUTO
MARANGONI
MIAMI



flow

DreamVille
RECORDS



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ART BASEL WEEK With The Ethereal @ Flow Brickell

Dec 1 - 7, 2025

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

For Dec 2025, **The Ethereal** will curate a week-long cultural program in the heart of Brickell, hosted at **Flow Brickell**, a brand-new 52 floor property overlooking the Miami River.

Across seven days, **1500+ patrons** will experience an immersive schedule of runway shows, wellness activations, art installations, VIP dinners, and live music performances, transforming Flow Brickell into a destination for creativity, connection, and cultural exchange.

Runway Show | VIP Dinner | Charity Concert | Art Gallery | Panel & Networking | Boat Party | Wellness

7 days of creators, investors, designers, and brands converging to shape the conversations driving culture



ETHEREAL'S BASEL WEEK 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

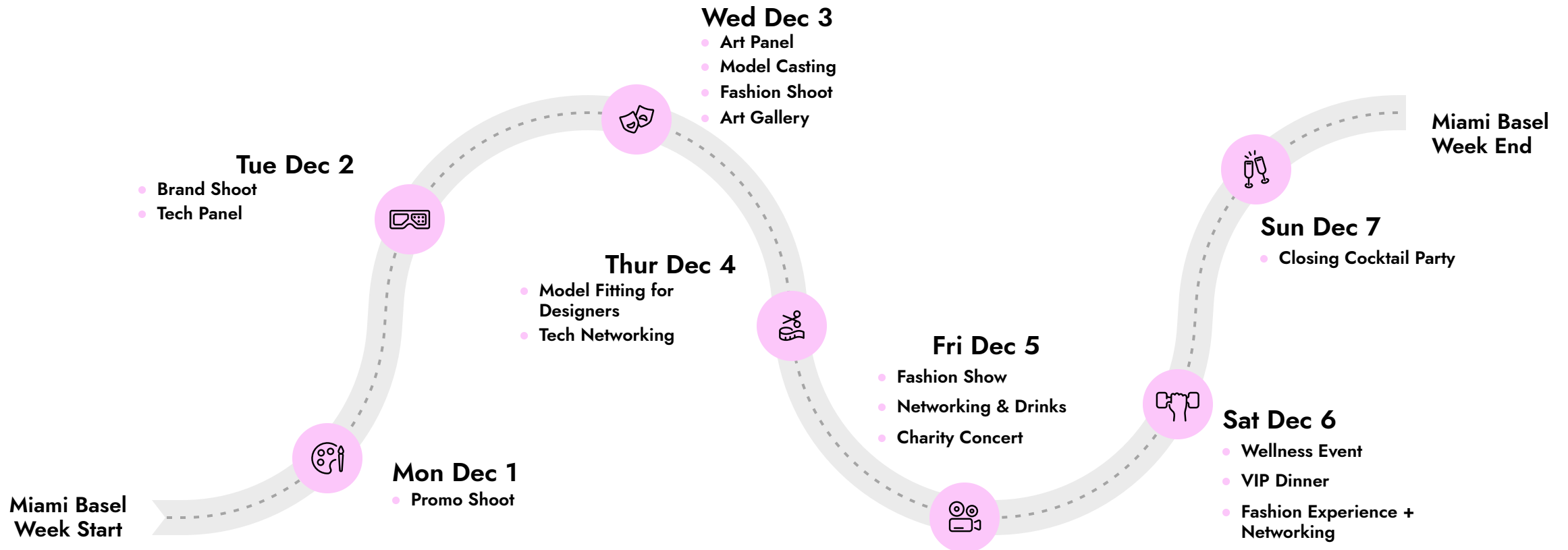
Bar | Lounges | Photo Op

Brand New property (Oct 25 open)



Basel Week @ Flow - Event Timeline

Each day brings fresh programming, and a new, engaged audience



***Key
Activation**

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

3 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



***Key
Activation**

Dec 6th | Charity Concert

A night of music and purpose, transforming celebration into impact and redefining how culture and creativity drive meaningful change.

1 500+ Attendees

2 Programming:

1. Musical Performances
2. Fundraiser
3. Networking
4. Cocktail hour
5. Brand Activations/Gifting

3 Influence:

50+ Influencers coming from New York, Miami Texas, Toronto, LA etc.

4 Organizing Partners:

Dreamville Records by J.Cole
WeAreEarthGang Foundation
Pantheon
Our World Now

5 Brand Opportunities

Can include concert integration, product placement, red-carpet media, step-and-repeat branding, brand activations, and inclusion in professional highlight videos, branded merch.



***Key
Activation**

Dec 6th | Wellness Event

An invite-only experience uniting global influencers, creators, and brands through a modern fusion of wellness, beauty, and sport in an elevated luxury setting.

1 Attendees

75-100 attendees (Creators and trendsetters coming from New York, Miami, Texas, Toronto, LA etc.)

2 Time & Location

Location: Flow Brickell Hotel

Time: 11AM - 1PM

3 Programming:

1. Fitness Class
2. Sample Stations and Gifting
3. Brand Activations
4. Photo Ops/Red Carpet
5. Beauty and wellness panels
6. Live interview content
7. Poolside activations and props

4 Brand Opportunities

Including workout integration, product placement, red-carpet media, panel speaking, step-and-repeat branding, and inclusion in professional highlight videos and much more

EVERYDAY
HUMANS



magic
mind





***Key
Activation**

Dec 6th | VIP Dinner

A private, Michelin-level dining experience curated for 60–75 industry leaders, creators, influencers, and executives blending live music, brand storytelling, and intentional connection in an immersive setting at Flow Brickell.

1 Attendees
50-75 Attendees

2 Programming:
1. Curated Dinner
2. Musical Performances
3. Brand Activations

3 Influencers:
30+ Influencers coming from
New York, Miami Texas,
Toronto, LA etc.

**4 Live Music by Return
Records**

5 Spanish chef cooking live

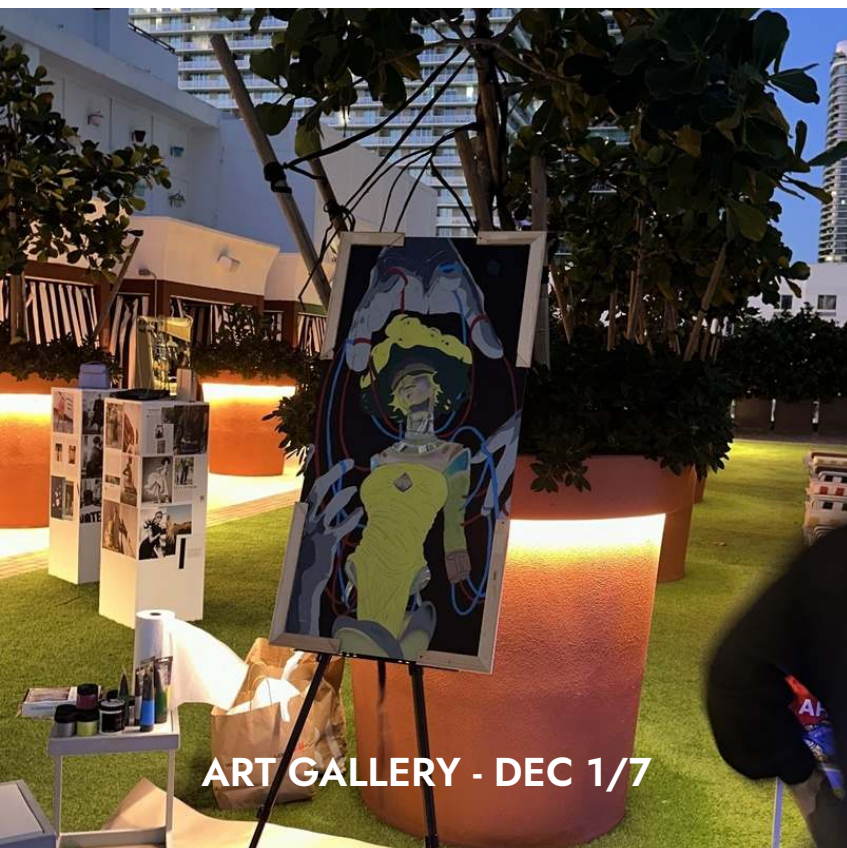
**6 Evening Soiree and
Afterparty**

7 Brand Opportunities in

- Dinner/table integration
- Product placement
- Step-and-repeat branding
- Food/drink
- Table setting
- Camera/Photo booth
- Merchandise/Gift bags

Ethereal's Basel Week - Auxiliary Programming

FLOW MIAMI - DEC 1 TO 7



ART GALLERY - DEC 1/7



MODEL CASTING - WED DEC 3
DESIGNER FITTING - THU DEC 4

TECH & CREATIVE SOIREE
- DEC 2 & 4



EXPERT PANEL:
TECH/BUSINESS - THU DEC
ART & FASHION - FRI DEC 5



BRAND & FASHION
PHOTOSHOOT -
WED DEC 3

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Ethereal's Events

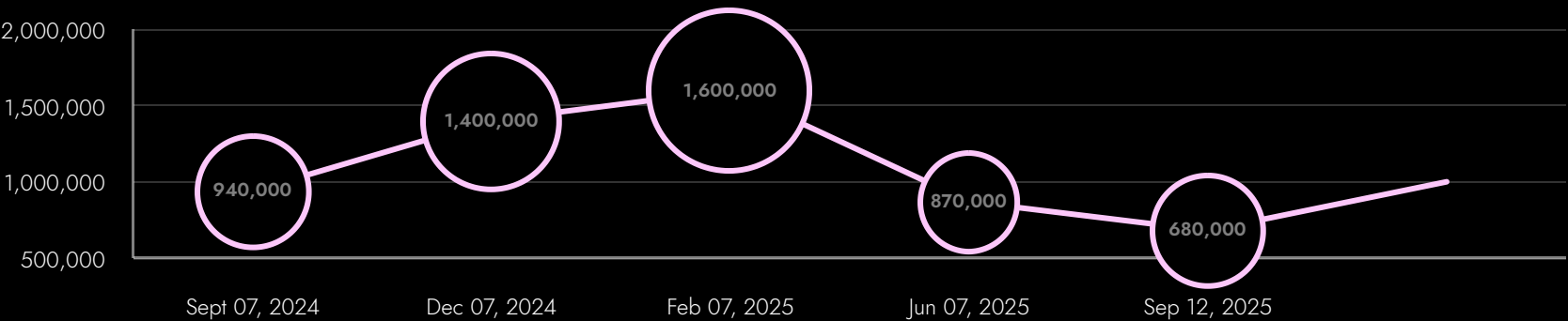
By The Numbers

Avg. Impressions for Partners

50,000+

Ethereal's Age Brackets

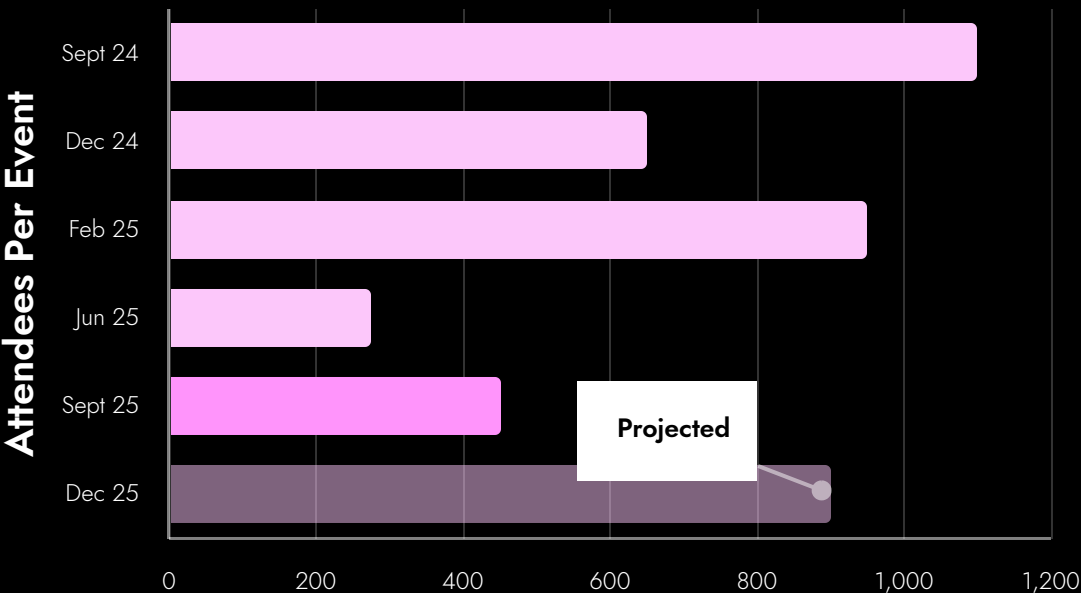
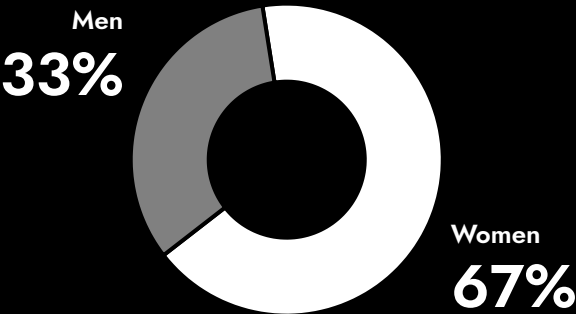
28%: 21 - 25
27%: 26 - 34
40%: 35 - 44
10%: 45+



Impressions per Event

\$110,000

Avg. Yearly Income of VIP's



Why Partner With The Ethereal



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**



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 14 days.**



Scaleability

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

Integration Opportunities

We welcome both **individual event** and **week-long brand collaborations** throughout Basel. Full Week Integration packages start at **\$15,000** and guarantees a presence at all events.

Options include:

- **VIP curated dinner partnerships**
- **Runway Show Integration** (Red Carpet, backstage, makeup/hair, on stage, model, influencer etc.)
- **Cocktail soiree sponsorships** (Liquor, finger food, decoration, photobooth)
- **Wellness class & gifting activations** (product gifting, workout + recovery, brand name)
- **Brand photoshoots and influencer content features**
- **Art gallery & lounge takeovers**

Whether you choose one event or multiple, our goal is to design an **engaging, content-first activation** that drives awareness, storytelling, and measurable ROI for your brand.

Let us know which experiences align best with your goals, our team will plan the rest.

Ethereal
Partners
we've
activated:
Past 12
months

94
International
brands in
total

TARFORM



Groover

LUXURI
GROUP

BRĒZ



prossence



EMPIRICAL



TOPICALS

magic
mind



GORGIE



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.

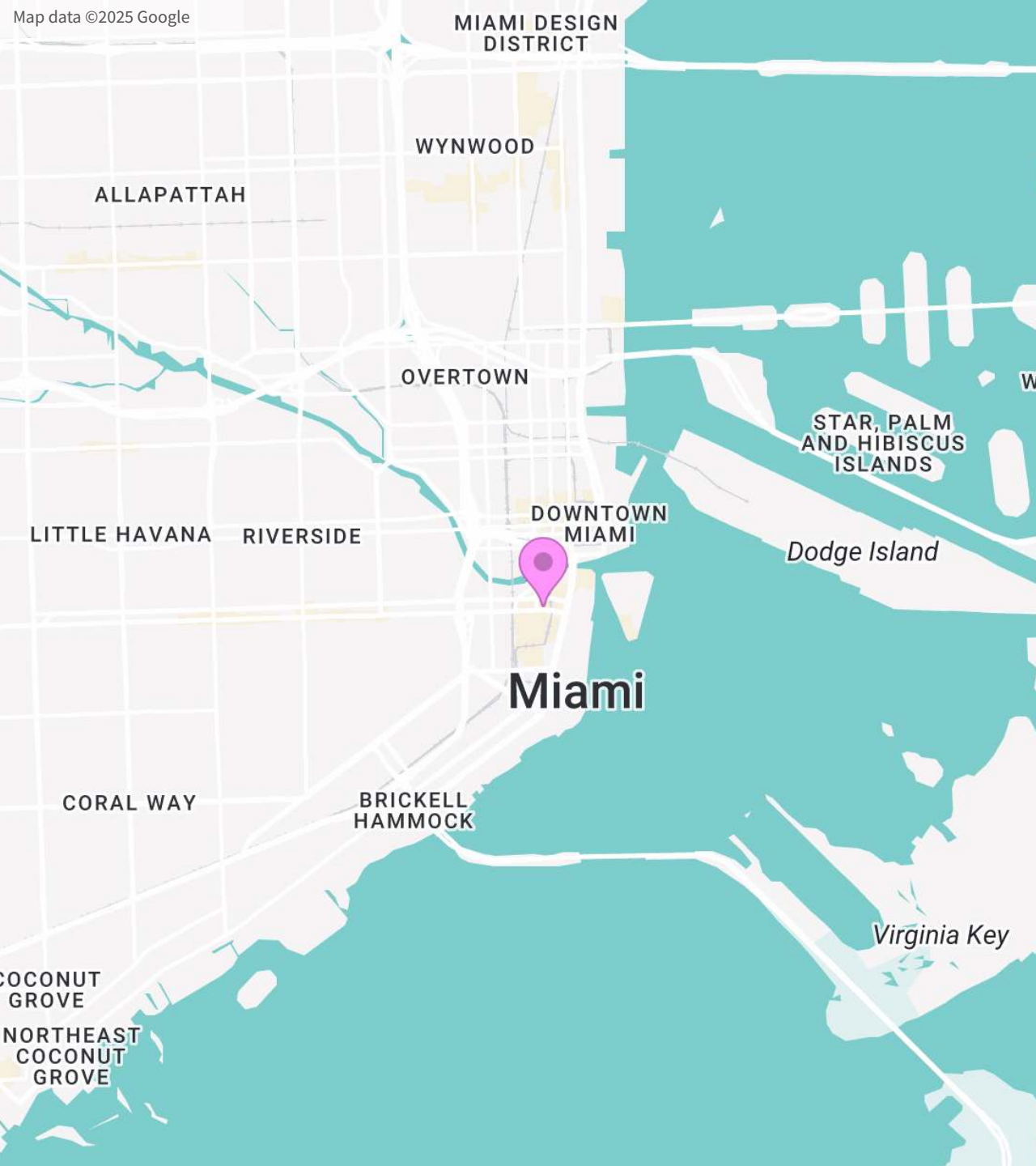
P: +1 917-476-5846 |

yana@wrapnow.org

Point of Contact: Art & Brand Activations



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



We look forward to working with you for Basel Miami.

+ 1 332 733 0177

+ 1 647 632 8958

@theetherealshow

snow@the-ethereal.world

the-ethereal.world

Let's discuss how your brand can be part of this year's most photographed experience.

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)**



**NYFW RETREAT
2025 (Sept)**

The Ethereal Gallery Link ([🔗](#))

Past Events : 2024/2025

The numbers behind an Ethereal event

Event	Venue	Attendees	Impressions	Video Recap Link	Bar Spend
NYFW (Sept '25)	Shift Midtown	200	690 K engagements	[Link]	N/A (Open Bar)
Ethereal Gala (June '25)	William Vale, BK	300	1.2 M engagements	[Link]	\$5,650
NYFW (Feb '25)	30 Wall St, NYC	915	1.6 M engagements	[Link]	\$7,200
Art Basel (Dec '24)	Dua Miami Hotel	635	920 K engagements	[Link]	\$16,320
NYFW (Sept '24)	Hudson Yards, NYC	1,200	502 K engagements	[Link]	\$6,800

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