

JESS SIMS NYC CLASS

KA'CHAVA

OBJECTIVE

In effort to amplify brand presence in the wellness and lifestyle space, Ka'Chava/Whole Foods partnered with SEG to host a private workout event in NYC featuring fitness personality Jess Sims. This invite-only experience was designed to authentically connect Ka'Chava with influential voices in health, wellness, and fitness.

Guests began the morning with a high-energy, full-body workout led by Jess Sims. During the post-workout, attendees were invited into a curated lounge area to enjoy Ka'Chava smoothies while engaging in conversation with Jess and fellow influencers.

The event showcased SEG's ability to seamlessly curate an authentic wellness experience, while connecting meaningfully with influencers who can share their story with engaged audiences – hitting all of Ka'Chava's KPIs.

SERVICES

- IDEATION / CONCEPTS
- CONCEPT DESIGN
- PRODUCTION DESIGN
- PRODUCTION
- INSTALLATION
- EVENT COORDINATING / PLANNING
- EVENT OVERSIGHT

