

# CASE STUDIES: THE CABANA

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# CASE STUDY

## NORTHERN LIGHTS EXPERIENCE

**Event Date**  
11/29/19 - 12/1/19

**Location**  
The Cabana

**Client**  
Hurtigruten

- Hurtigruten, the world's leading expedition cruise line hosted a three day immersive pop-up experience over Black Friday Weekend
- Guests were able to witness the beauty of Norway as they were guided through an enchanting maze of textures and colors meant to emulate the distinctive flowers, patterns and lights of Norway and the Arctic
- Nearly 2,000 guests experienced the maze which culminated at a dome where they were surrounded in the magic of the Northern Lights
- This complimentary experience provided guests with the opportunity to enter for the chance to win a free, 12-day cruise to Norway to witness the natural phenomena of the destination, Hurtigruten style



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# CASE STUDY

## L.O.L. SURPRISE! PREMIERE & RECEPTION

**Event Date**  
11/3/19

**Location**  
The Cabana and Terrace

**Client**  
L.O.L Surprise!

- Amazon partnered with L.O.L Surprise! to launch their new feature film, *Winter Disco*. The Terrace was dressed with Pink Carpet for talent arrivals and VIP check-in with disco ball themed photo moments
- Guests enjoyed mocktails as they walked up the pink carpet and into the AMC theater for a private screening of the film
- After the screening, 250 attendees made their way to The Cabana for a reception celebration and exclusive showcase of the new L.O.L Surprise! Doll
- Celeb appearances by **Whitney Port**, **Tia Mowery** and **Alessandra Ambrosio**



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# CASE STUDY

## IMPOSSIBLE FOODS

**Event Date**  
9/19/19 - 9/20/19

**Location**  
The Cabana

**Client**  
Street Factory Media, Inc.

- Impossible Foods hosted a two-day event to announce and celebrate their retail launch in Gelson's Market
- Day One included a first-look at the "Grandma Knows Best" consumer activation allowing for media and influencers to tease/tout that Impossible was officially in retail on 9/20 at all 27 Gelson's locations
- In the morning, 50 media guests were invited for a one-hour press conference for the announcement of the launch. It was focused on LA-based daily news outlets, broadcast, business/tech, and relevant food/culinary press. The timing of the press conference was synced with the distribution of the national press release
- The evening preview event targeted a group of LA-based media and influencers considered to be thought leaders ranging from food/lifestyle/home/cooking across multiple arenas
- The program was hosted by Jeff Miller and featured a Q&A with Pat Brown, CEO & Founder, on the significance of Impossible in retail
- An interactive demo with Pepper Thai (Vilailuck Teigen), famed home cook and "celebrity grandma," showcased a step-by-step "how to" prepare a signature Impossible dish on stage
- There was a surprise appearance by **Chrissy Teigen** and **John Legend** with their children to support her mother's demo
- The second day of activation was open to the public and included interactive "grandmas" engaging with the guests and multiple photo opportunities throughout the space
- Overall the program saw over 1,000 guests over two days



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## CASE STUDY

# KIEHL'S 10<sup>th</sup> ANNUAL LIFERIDE FOR amFAR

### Event Date

7/27/19

### Location

The Cabana & The Terrace

### Client

Kiehl's

### Program Overview

- American cosmetics brand and retailer Kiehl's, brought an enthusiastic group of celebrities, entertainment industry executives, and motorcycle enthusiasts together for the 10<sup>th</sup> Annual LifeRide event, celebrating a decade of support and over \$2 Million raised for HIV/AIDS research
- Through #LifeRide, Kiehl's will be a part of amfAR's Countdown to a Cure for AIDS, which is a \$100 Million research initiative aimed at developing the scientific basis for a cure by the end of 2020!
- The VIP event featured musical performances by amfAR ambassador and singer Serayah of 'Empire', as well as actor Scott Patterson from 'Gilmore Girls'
- Guests enjoyed summer-inspired catering from and cooled down with Kiehl's Cactus Flower & Tibetan Ginseng Hydrating Mist at the Hydrate and Protect Station
- There was also a VR Simulation Area to experience the thrill of riding a motorcycle, a customizable bandana station, temporary airbrush tattoos, and Kiehl's giftbags with lots of skin care swag
- In addition to the VIP event in The Cabana Kiehl's took over the Terrace, and, encouraging the public to take part in the Instagram hand-heart campaign and to learn more about the Kiehl's
- amfAR also parked their free HIV/AIDS test van on Santa Monica Blvd open all day to the public with major street front visibility
- Dozens of influencers and VIPs were in attendance including Prince Michael Jackson, Rachel McCord, Ian Bohan, JR Bourne, Fred Durst, Lily Ann Harrison, Gilles Marin, Kurt Yaeger, Sophia Pierson, Joel Halcro, Peter Facinelli, Melissa Sears, Tricia Helfer, & Katee Sackhoff



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*Kiehl's* x amfAR  
SINCE 1851 MAKING AIDS HISTORY



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# CASE STUDY

## LANCÔME X CHIARA FERRAGNI POP-UP

**Event Date**  
6/13/19

**Location**  
The Cabana

**Client**  
Nordstrom / Lancôme

### Program Overview

- Nordstrom hosted a launch party for the Lancôme x Chiara Ferragni exclusive make-up collection with a special appearance by the beauty and fashion influencer
- Chiara Ferragni is an Italian Fashion blogger and entrepreneur who has expanded her brand to include 17 million followers on Instagram
- Press and influencers along with VIPs were invited to mix and mingle with Chiara prior to the start of the event
- 125 guests enjoyed a Master Class lead by Chiara and Lancôme's National Make-Up Artist, Darais who did live demos on 3 models. They showcased several of their favorite looks from the new Lancôme beauty products
- Attendees sipped on sparkling wine and enjoyed a custom cake pop station in a seminar-style environment
- A Q&A followed, allowing the audience to ask Chiara questions ranging from work life balance to tricks of the trade
- The first 80 attendees to pick-up their pre-orders had the opportunity for a meet and greet + photo op with the beauty icon



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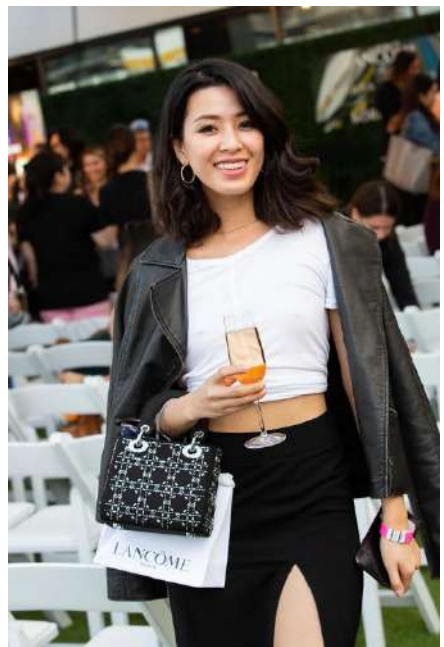
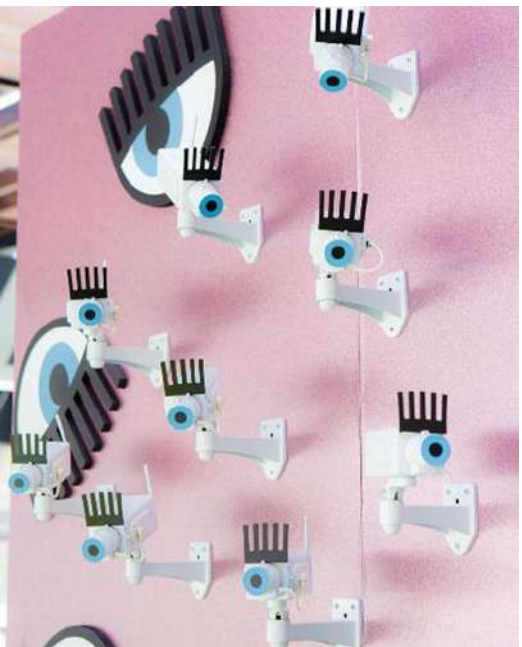




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# CASE STUDY

## THUZIO LEGENDS EVENT W/ DEREK FISHER

### Event Date

4/16/19

### Location

The Cabana

### Client

Thuzio

- Thuzio hosted one of their popular “Live & Unfiltered” events in The Cabana featuring a conversation between retired NBA basketball player and Los Angeles Lakers legend **Derek Fisher**, and Pac-12 Networks college football analyst, filmmaker, and former athlete, **Yogi Roth**
- Thuzio Events celebrate renowned athletes and sports moments while showcasing the shared values of sports and business. Their invitation-only event series provides unrivaled access to legends of the game in premium hospitality settings designed for business audiences
- Fisher, now the Head Coach of the Los Angeles Sparks WNBA basketball team, discussed his playing career leading up to the Lakers, new challenges ahead in the WNBA, business ventures off the court, as well as reminiscing on his incredible game-winning 0.4 second shot against the San Antonio Spurs in May 2004
- The exclusive guest list of 100 attendees included Thuzio members, future event partners and Century City retail executives
- Guests arrived via a private valet experience which featured the new Jaguar 2019 F-Pace on display
- Attendees enjoyed appetizers and cocktails, as well as 1-on-1 time with Derek Fisher













# CASE STUDY

## NIKE + FINISH LINE

### #WEAREMORE POP-UP

**Event Date**  
4/4/19-4/14/19

**Location**  
The Cabana

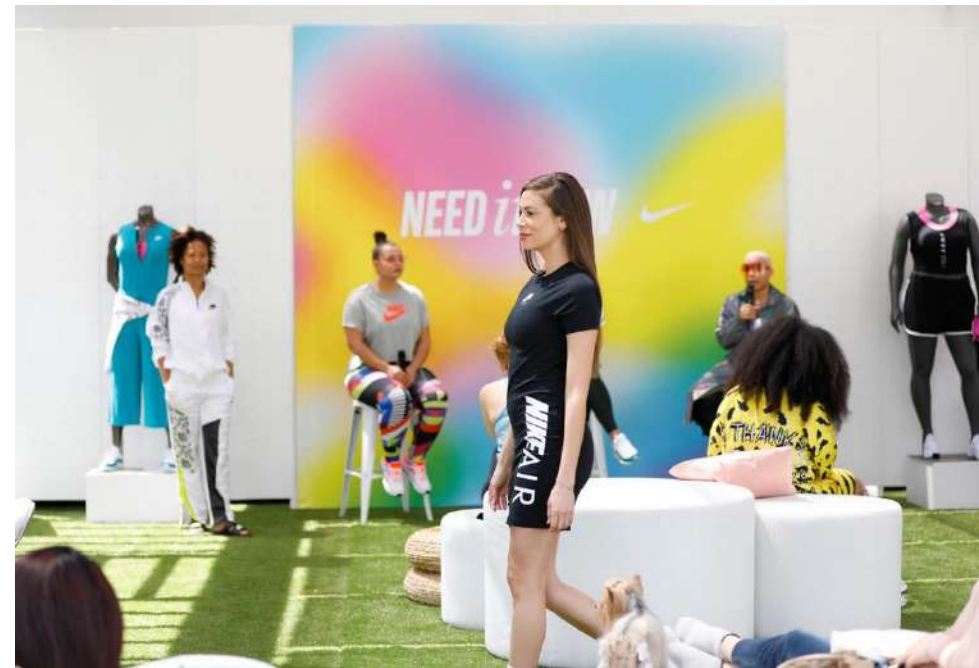
**Client**  
NIKE | MKTG

- Nike & Finish Line partnered on a 2-week pop-up that featured an action-packed activity schedule celebrating and empowering women
- Guests took part in daily Wardrobe Workshops led by celebrity stylist Charlie Brianna, and Workouts led by trainer influencers Shannon Decker, Julia Glanz, Ashley Joi, and Jackelyn Ho
- FIFA Women's World Cup champion Christen Press made a special appearance and took photos with event attendees
- During the daily events, Pressed Juicery and La Colombe hosted complimentary refreshment bars and Caudalie offered facials and beauty treatments
- The brands also opened a pop-up flower shop, and had live floral sculpting performed by Mr. Flower Fantastic

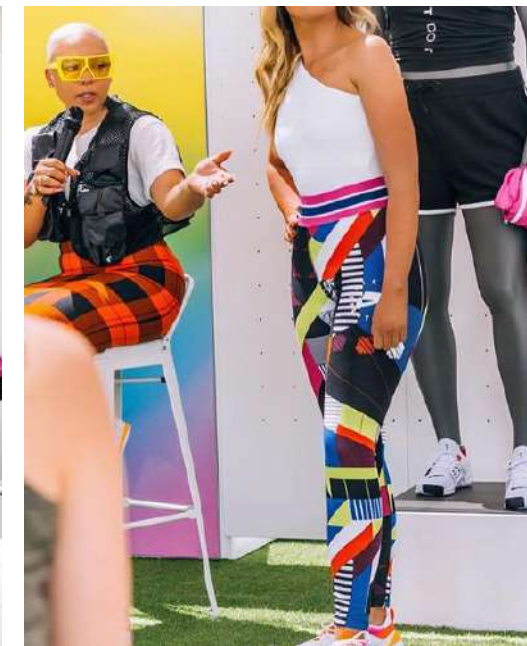


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His anonymity has a purpose: MFF wants his work to be about the flower, which he believes is one of the most powerful, universal gifts ever bestowed on hu

"Throughout the exchange of flowers was designed to be. With my art and the platform I've chosen, that's exactly what I inten

The sight of the bodegas of his youth kind of things floral that only defined his artistic vi families, and or

pl over the studio. twisted forms: an piece piece of Mr. vice - est of



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# CASE STUDY

## DOUGHMIS! PRODUCT LAUNCH EVENT

**Event Date**  
3/30/19

**Location**  
The Cabana & The Terrace

**Client**  
Moose Toys

### Program Overview

- Pikmi Pops launched a new collectible line of toys called DoughMis! with a deliciously cute ticketed event hosted by **Haylie Duff**
- The new line features over 40 different donut plushies sold in a surprise pack with a scented donut plush hidden inside a collectable donut case
- A major line-up of influencers attended the party and hosted meet & greets including **@CookieSwirlC**, **@tictactoyfamily** & **@gem.sisters**
- Hundreds of collectors joined the festivities which included complimentary DoughMis! hanging on a donut wall step & repeat, donut decorating, a prize wheel, coloring stations and multiple photo op vignettes
- Viral sensation **DJ Livia** (known for performing at The Kardashian Kids' b-day parties, on The Ellen Show, and AGT) spun all afternoon
- Guests RSVPd through Eventbrite and checked-in for the event at The Terrace, where an oversized Donut Photo Op made of colorful balloons drew in walk-ups and fans passing by





















# CASE STUDY

## RX ART FUNDRAISER

**Event Date**  
2/7/2019

**Location**  
The Cabana

**Client**  
Rx Art

### Program Overview

- As part of our community programs, Westfield Century City partnered with RxArt, a nonprofit organization whose mission is to help children heal through the extraordinary power of visual art. The organization has completed 45 installations in the past 18 years. This beautiful event was inspired by their most recent project at the Los Angeles Children's Hospital.
- The President and Founder Diane Brown spoke during the reception touching on the new installation in children's hospital.
- The Cabana was transformed from floor to trellis with blue and yellow hue, inviting the artists and founders to celebrate their accomplishments. High level influencers, art collectors and industry professionals attended the event to donate for this incredible charity.
- The event raised nearly \$50,000K in donations during the party. which was a great foundation towards the Nicolas Party CHLA project. The artist Nicolas Party attended the event and spoke about his works.







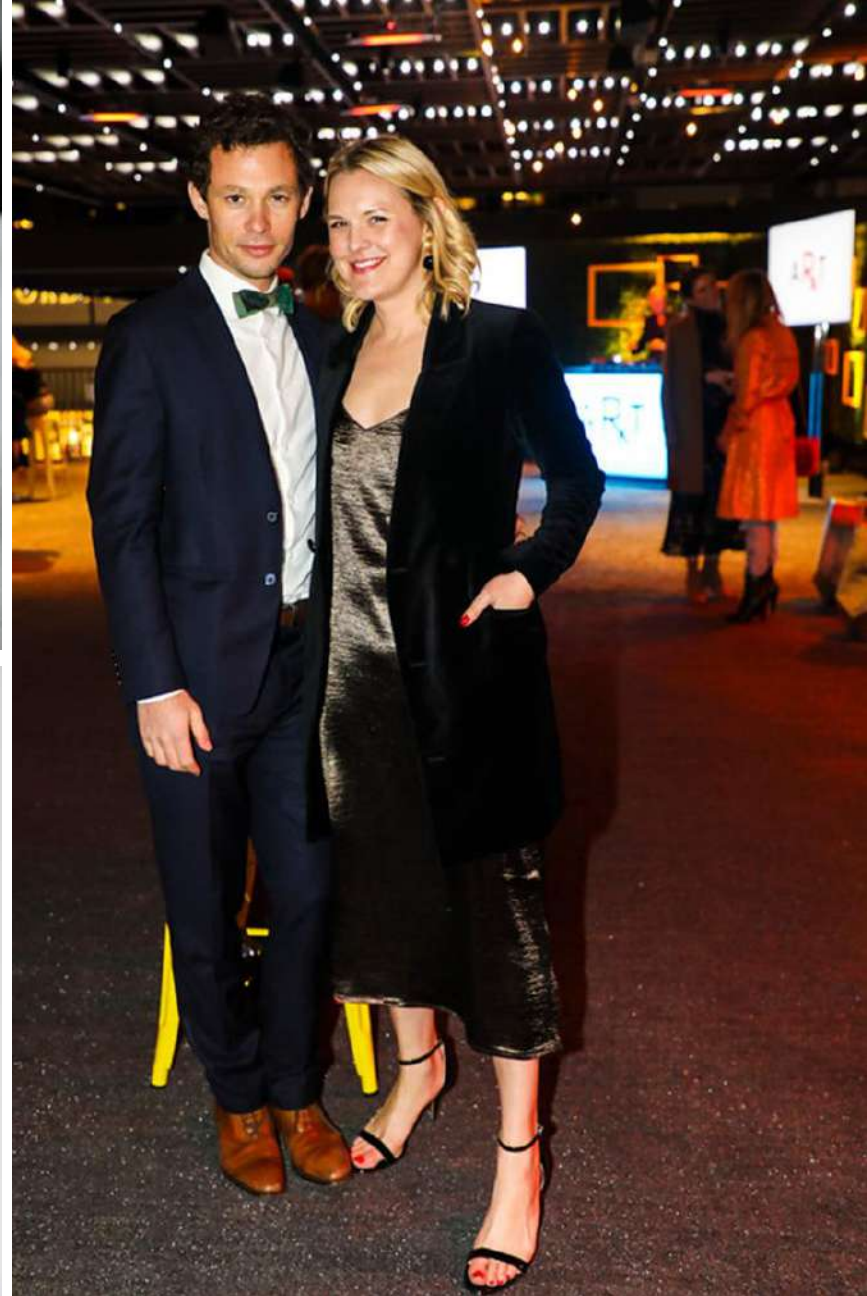




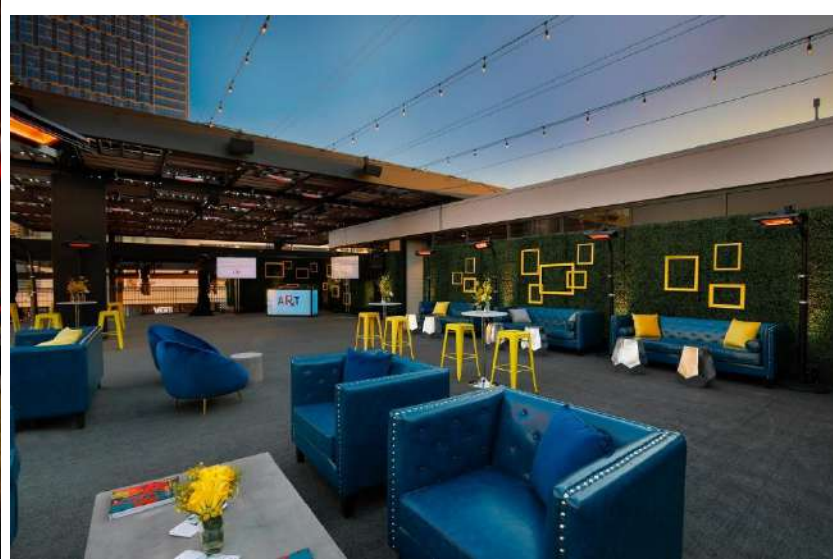














## CASE STUDY

# FINALMOUSE POP-UP FEATURING NINJA

### Event Date

12/1/18

### Location

The Cabana & The Atrium

### Client

Finalmouse

- Finalmouse hosted a 1-day pop-up in The Cabana to launch their newest collaboration with gamer and Twitch streamer, Ninja
- Ninja is the most followed gamer in the world on Twitch, and has earned global acclaim for his popular Fortnite streams, with over 20,000 subscribers
- FinalMouse is the industry standard gaming mouse for professional gamers and esports athletes. They partnered with Ninja to create 2 new gamer mice and officially unveiled them at the event
- Over 2,000 enthusiasts visited the pop-up to purchase the \$90 mouse, what comes in red and blue
- The queue line began in The Atrium in front of the Finalmouse stage, where the exclusive new video content for the product was played hourly for the crowd
- 100 lucky fans were randomly selected at the register to meet Ninja in his 3<sup>rd</sup> Level VIP Lounge, where he waived to cheering crowds from 2 levels below throughout the event
- Ninja streamed live during the event, and the full inventory of 45,000 mice sold out in the first hour of the launch



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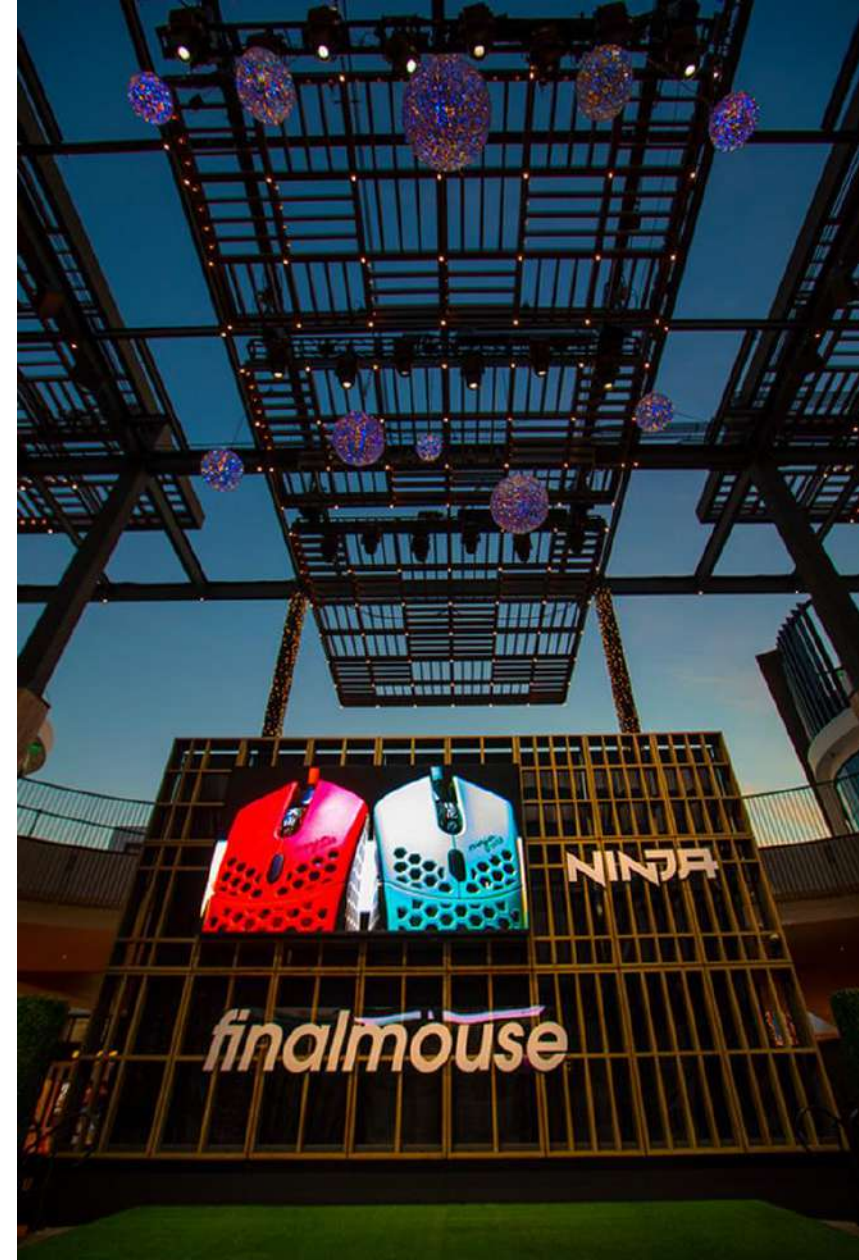




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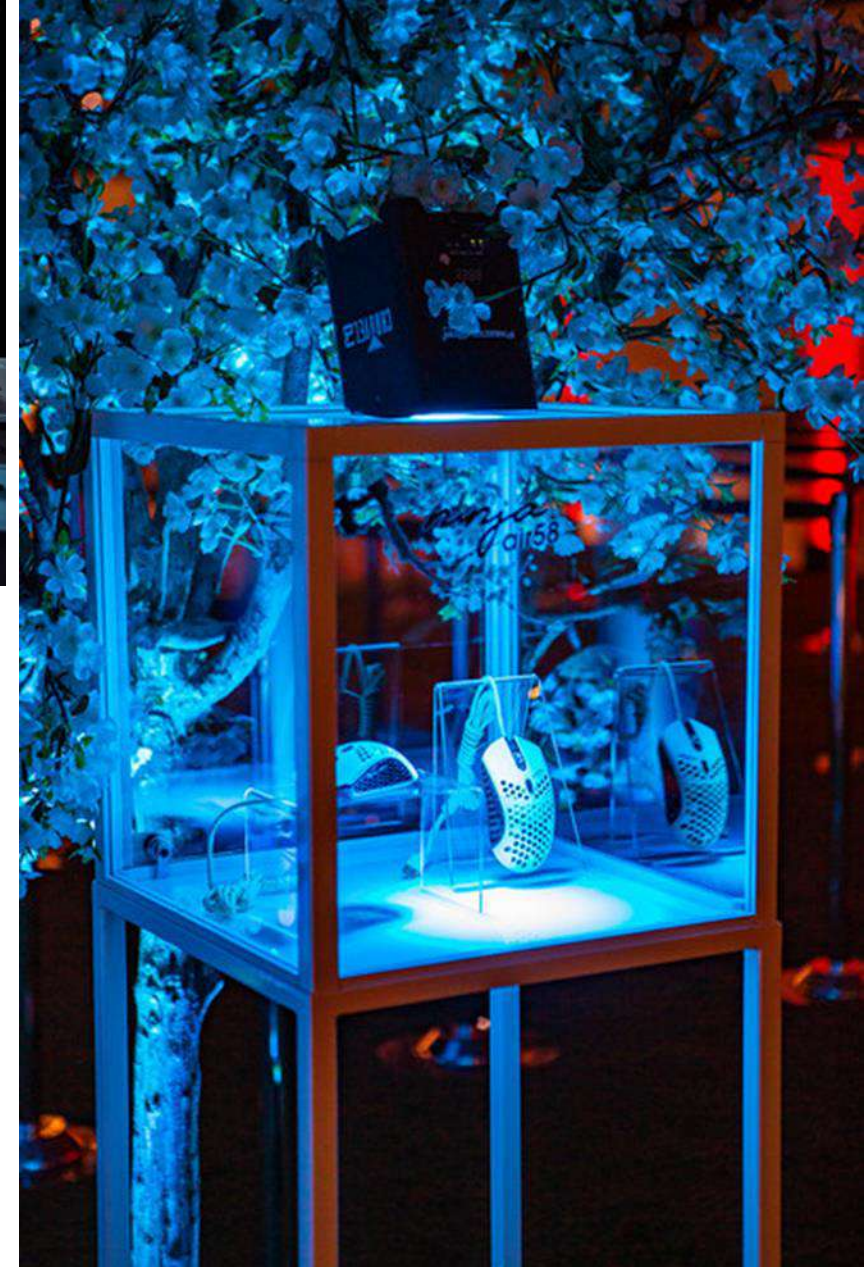
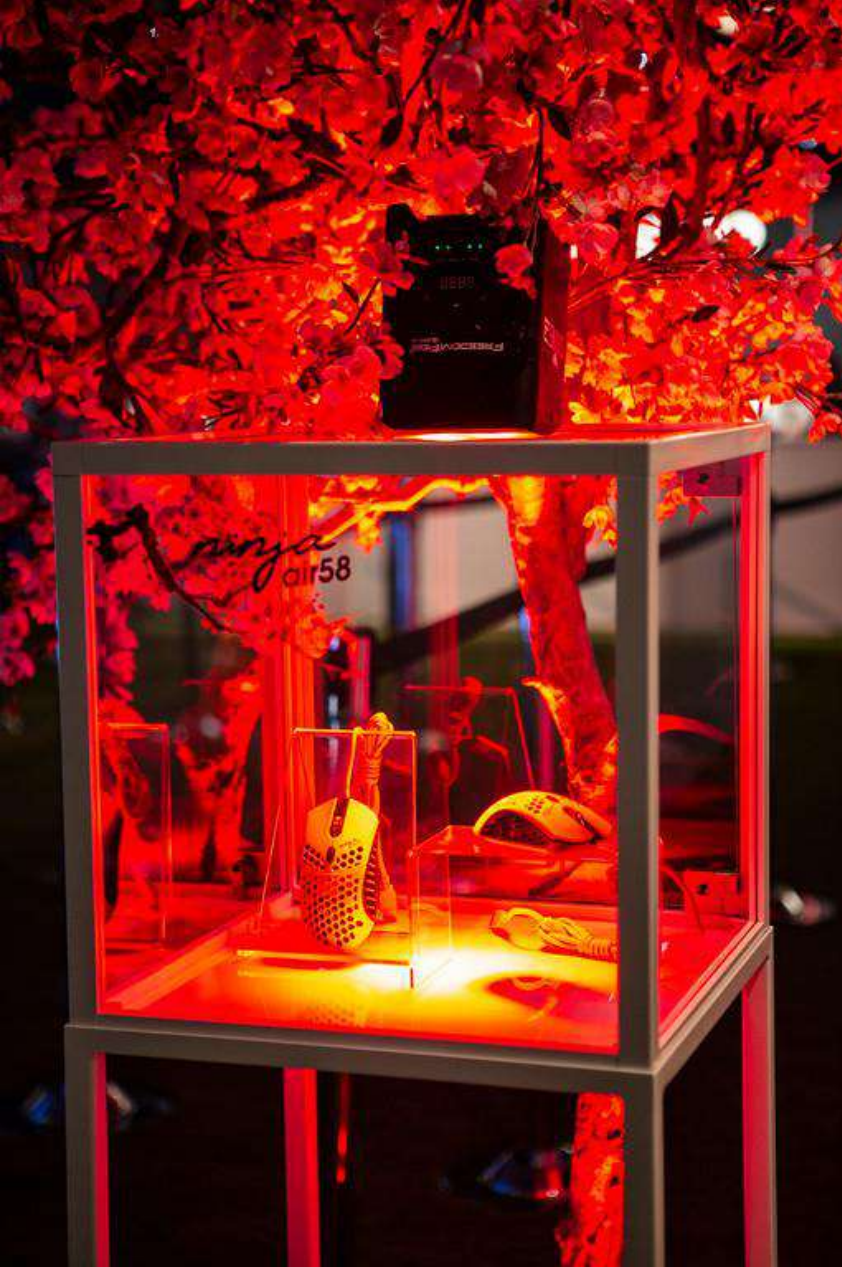














CASE STUDY

# NETFLIX *DOGS* DOCUSERIES LAUNCH EVENT

**Event Date**  
11/17/18

**Location**  
The Cabana

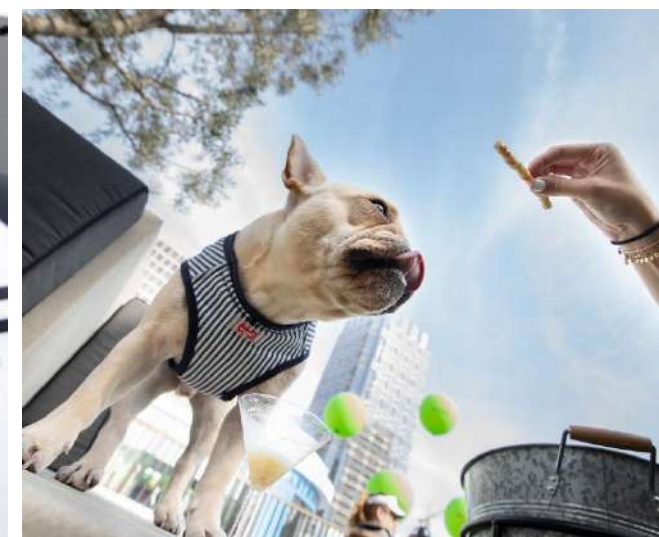
**Client**  
Netflix

- Netflix hosted an epic paw-rty for pups to promote their new docuseries *DOGS*. Over 1,000 patrons and furry friends attended the event, with a queue line wrapping the second level from 11am-5pm
- Paw print floor decals led guests from the Step & Repeat up to The Cabana, where pets and their owners enjoyed a tennis-ball pit, 'Mutt-Jito' bar, customized bandanas, photo booth and a screening area to preview the docuseries on fluffy dog beds
- The bannister of The Cabana was lined with oversized tennis ball balloons that drew attention to the party from all around The Atrium
- Netflix also partnered with Healthy Spot & Modern Beast to provide neck ties, a dog treat buffet and complimentary grooming services. Healthy Spot had their busiest and highest sales volume Saturday to date



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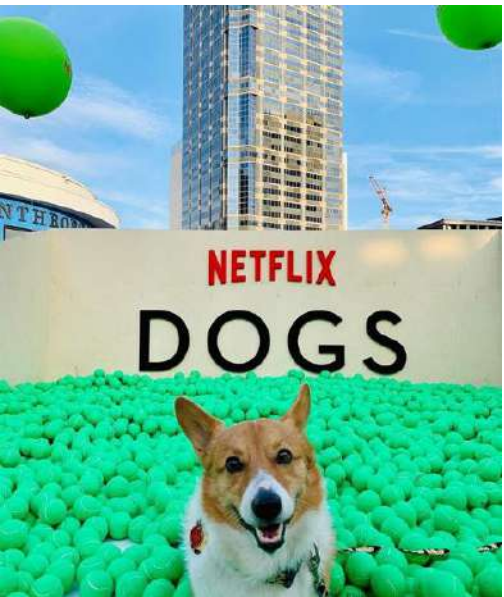


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# CASE STUDY

## BEAUTY HAVEN

**Event Date**  
10/11/18

**Location**  
The Cabana

**Client/Partners**  
Popsugar | Nordstrom

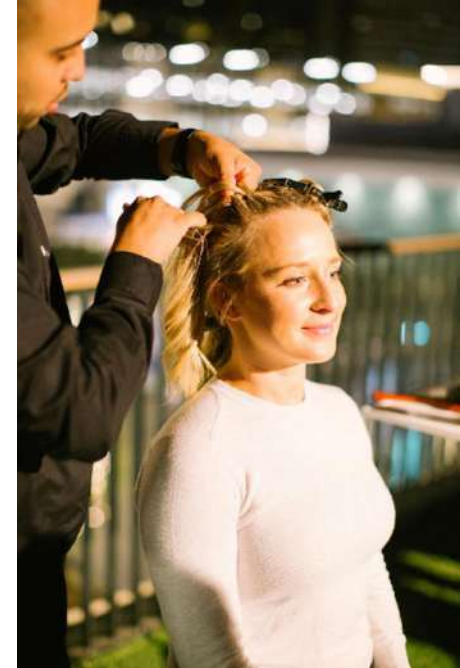
### Program Overview

- NORDSTROM and POPSUGAR partnered to host a 3-hour “Beauty Haven” event for 100 VIPs
- Guests arrived through a dedicated, hosted valet, and made their way up to The Cabana for an evening of exclusive festivities
- VIPs were treated to bespoke mysticism-inspired consultations including an Aura Photo Booth and a Lip Reader
- Based on the results of each reading, each guest received a recommendation on the beauty treatments offered throughout the event environment
- Attendees were invited to curate a Must-Have inspired gift bag, featuring Nordstrom beauty products and enjoyed astrology-themed cocktails and hors d'oeuvres alongside a live DJ performance.
- Participating brands included Skin Laundry, Lilah B., Base Coat and Moon Juice



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## CASE STUDY

# L.O.L SURPRISE! DOLLS REVEAL PARTY

### Event Date

9/23/18

### Location

The Cabana

### Client/Partners

MGA Entertainment | Autumn Communications

### Program Overview

- MGA Entertainment hosted a ticketed reveal party launching the newest L.O.L Surprise! Doll in The Cabana. These highly collectible dolls are extremely popular, with a huge fan following. Each Doll is unwrapped to reveal 7 layers of surprises including a unique doll and accessories.
- This exciting family-friendly event sold out shortly after tickets went on sale at \$12 per person.
- 650 mega-fans experienced the 3-hour event which featured a live performance by world touring DJ Livia, appearances by LOL Doll characters, LOL Doll lounges, mini furniture pieces, an oversized LOL Doll house with figurines, a heart shaped mini ball pool with photo print take away, and a full size stand-in money box.



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CASE STUDY

# KKW BEAUTY VIP SHOPPER PARTY

**Event Date**

6/30/18

**Location**

The Cabana

**Client/Partners**

KKW Beauty

**Program Overview**

- Guests who visited the first ever KKW Pop-Up store in The Atrium within the first week were given the opportunity to enter and win an invitation to an exclusive Meet & Greet event with Kim Kardashian and her make-up artist Mario Dedivanovic
- 50 winners plus a guest were invited to attend the event, which featured beautiful décor inspired by the KKW brand, a Rose & Cocktail bar, passed apps and a MirMir photo booth for pictures with Kim
- Retail partner Sugarfina served KKW Beauty inspired candies and each guest left with a KKW branded gift bag
- E! and Extra both attended and interviewed Kim pre-event, and the crew from KUWTK filmed the event for the popular show, entering into its 15<sup>th</sup> Season in August 2018



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CASE STUDY

# SKYSCRAPER SCREENING PARTY

**Event Date**  
6/27/18

**Location**  
The Cabana

**Client/Partners**  
Legendary Features Productions

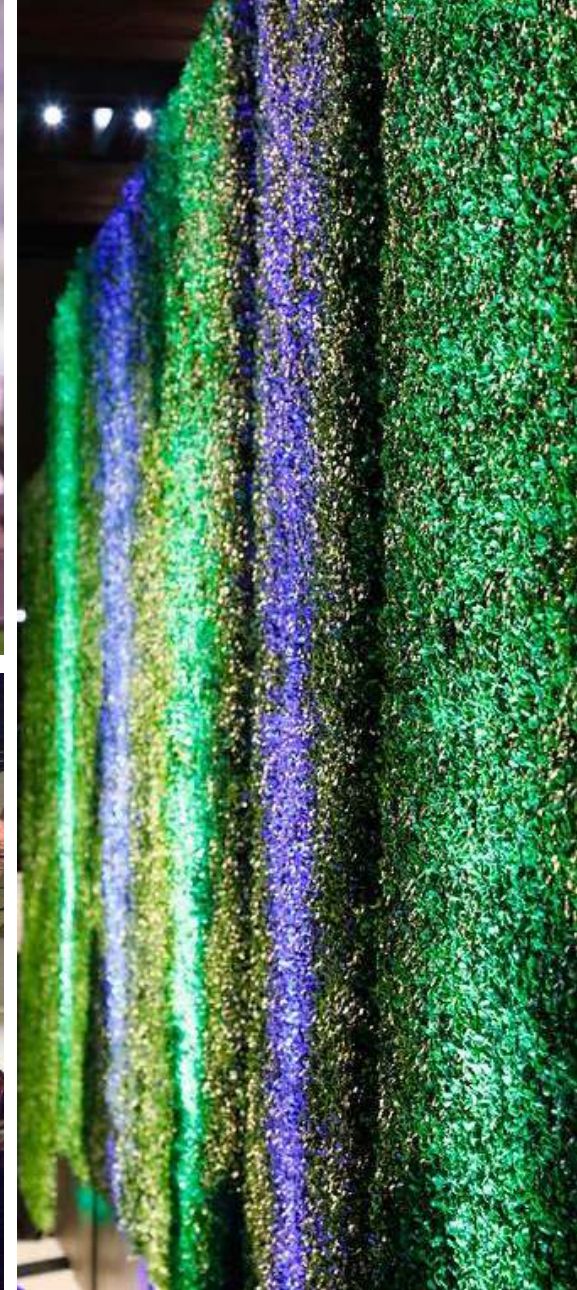
### Program Overview

- Reception to celebrate the filmmakers of “Skyscraper” starring Dwayne “The Rock” Johnson
- 125 guests watched the screening of the film at AMC Theater prior to attending the cocktail reception in The Cabana
- Director Rawson Marshall Thurber was in attendance, best known for *We’re The Millers*, *Dodgeball* & *Central Intelligence*
- Food & beverages were served by Wolfgang Puck



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# CASE STUDY

## *EATING ANIMALS*

### Event Date

6/5/18

### Location

The Terrace & The Cabana

### Client/Partners

IFC Films / Sundance Selects

### Program Overview

- IFC Films & Sundance Selects hosted the Premiere of *Eating Animals*, including live vegan cooking demonstrations in the afternoon, a pre-screening reception & green carpet in The Terrace, a screening in AMC, and a private after party in The Cabana for 250 Guests
- *Eating Animals* is a feature-length documentary, produced and narrated by Natalie Portman



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## CASE STUDY

# WHERE MAGAZINE CONCIERGE EVENT

**Event Date**  
5/23/18

**Location**  
The Cabana

**Client/Partners**  
Marketing / Where Magazine

### Program Overview

- Where Magazine partnered with Westfield Marketing to host over 100 area Concierges at the Center for a guided tour and a networking event in the Cabana
- Westfield Events designed and produced the event, creating an upscale park-style aesthetic
- Green grass was installed throughout the event space, along with a cabana bar, chandeliers, black and white chic furnishings, and a corn hole game set
- Wolfgang Puck created live action food and beverage stations that were a huge hit with attendees













CASE STUDY  
**DEADPOOL 2**  
**CELEBRATION**

**Event Date**  
5/21/18

**Location**  
The Cabana

**Client/Partners**  
FOX

**Program Overview**

- FOX celebrated the successful release of *DEADPOOL 2* with a thematic cocktail party in the Cabana
- Guests arrived through a dedicated pop-up valet built-out with carpet, lounge furniture and hedging located on P1 for a private VIP experience
- Red and black furniture paired with fun menu items from Wolfgang Puck made for a festive environment. The stars of the night were the Deadpool branded ice block floating in a spiked punch, and red cake pops at a live action station









# CASE STUDY

## MOTHER'S DAY

**Event Date**  
5/11/18

**Location**  
The Cabana

**Client/Partners**  
Marketing

### Program Overview

- Westfield Century City held a private event celebrating moms and the launch of our Personal Shopper program in The Cabana
- 100+ VIP shoppers enjoyed beauty pampering stations with Fresh, Caudalie, Hello Darling, Kiehl's, L'OCCITANE en Provence, and Saje Natural Wellness
- The Westfield Events team produced the event which included passed hors d'oeuvres and a mimosa bar by Wolfgang Puck Catering, gorgeous décor and floral covered hedge walls













# CASE STUDY

## FOX PILOT SEASON WRAP PARTY

**Event Date**  
5/8/18

**Location**  
The Cabana

**Client/Partners**  
20<sup>th</sup> Century FOX Television

### Program Overview

- FOX Television hosted a celebration for 150 members of the FOX family in The Cabana to mark the end of their Pilot Season
- Wolfgang Puck catered the event and also coordinated a food station with Eataly as well as passed desserts from Randy's Doughnuts





## CASE STUDY

# G'DAY AUSTRALIA GALA

**Event Date**  
1/26/18

**Location**  
Atrium & Cabana

**Client/Partners**  
Australian Consulate

### Program Overview

- The Australian Consulate curated a 6 week pop-up retail experience that culminated with a private cocktail party and public concert the evening before the annual G'Day USA Gala dinner.
- 300 VIPs attended the cocktail party in the Cabana including the Foreign Minister of Australia and performance by Jessica Mauboy.
- The evening ended with a concert in the Atrium featuring Isaiah Firebrace and Natalie Conway as shoppers browsed limited edition products in their nearby pop-up store.



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## CASE STUDY

# BEAUTY & BUBBLES

**Event Date**  
10/7/17

**Location**  
Cabana

**Client/Partners**  
Nordstrom

### Program Overview

- Nordstrom hosted 2 exclusive afternoon events for influencers and VIP shoppers, featuring presentations by 3 beauty brands: Dry Bar, Anastasia & M.A.C.
- At each event 100 guests were able to meet and mingle with brand executives and influencers, while enjoying brunch and product demonstrations
- Products were sold directly at the event from 5 POS systems









# CASE STUDY

## TWIN BAR/BAT MITZVAH CELEBRATION

**Event Date**  
6/16/18

**Location**  
Level 3 Terrace

**Client/Partners**  
Pourbaba Family

### Program Overview

- The Cabana was transformed into a beautiful venue for this Bar/Bat Mitzvah, celebrating the special occasion for a pair of twins whose parents' frequent Westfield Century City as VIP shoppers
- Guests danced the night away to live entertainment, enjoying beautiful buffet stations and full bars
- Moving lights and inflatable orbital spheres lit up the white lacquer dancefloor from the overhead trellis













THANK YOU

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