

PROJECT

MIAMI

event preview

july 10th-12th

Eden Roc Hotel

Miami Beach, FL

REGISTER NOW





dear retail community,

We can hardly contain our excitement to welcome you back to in-person events at PROJECT Miami, running July 10-12.

Join us at the legendary Eden Roc Miami Beach for a return to face-to-face business interactions in an upscale, vacation-like setting. You'll be right in the heart of the fashion world's dealings as we've aligned PROJECT Miami with destination:miami by COTERIE, our women's resortwear and swimwear event all during Miami Swim Week, one of the industry's biggest moments outside of NYFW.

Once there, you'll be the first to experience PROJECT's newly unified event that combines men's and women's contemporary brands into a cohesive marketplace that will debut at PROJECT Miami. Expect to discover upcoming trends and the most in-demand brands like **Dead. Than. Cool, Stitch Note, Paraboot, Nike Swim and Original Penguin**. We will also be revealing our newly streamlined show floor layout that places apparel with accessories and footwear, giving you a 'complete look' approach.

Our online marketplace will be running alongside the live event extending your opportunities to shop before, during, and after the live event.

Your registration will also give you a preview of PROJECT Miami's experiences and events calendar, along with a sampling of brands in attendance for both PROJECT Miami and destination:miami by COTERIE, and maps of our venue and the City of Miami.

Be sure to register now for PROJECT Miami and join us for three days of memorable moments in a destination location.

Sincerely,

Your team at PROJECT Miami

noteworthy brands

Check out a few of the must-shop brands this season at PROJECT Miami



swet tailor

Men's,
Sportswear



paraboot

Men's & Women's,
Footwear

bravian

Men's,
Collection



**eden park
paris**

*Men's,
Sportswear*



brackish

*Men's & Women's,
Accessories*



dead. than. cool

*Men's,
Collection*





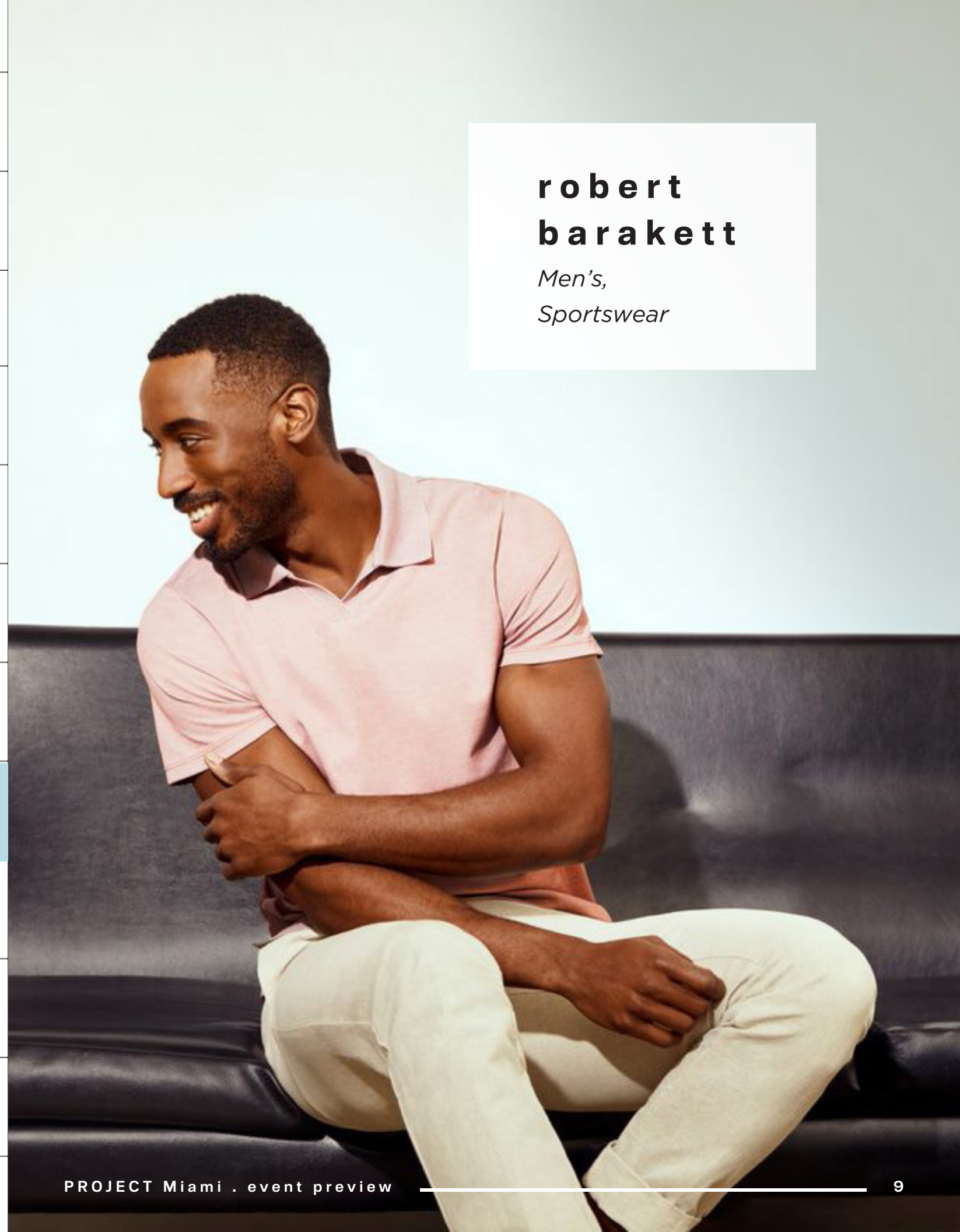
propaganda agency

*Men's,
Collection*



7th hvn

*Men's,
Collection*



robert barakett

*Men's,
Sportswear*

PROJECT Miami

experiences & events

calendar

all day/every day

• **SHOW BAGS**

Pick up this season's limited-edition show bag, by Aspeto, available daily while supplies last!

• **SPA WATER**

Stay hydrated all day long with complimentary spa water throughout the show floor.

• **CURATED PLAYLIST**

Keep the energy up all day with our curated PROJECT Miami playlist by Jasper Stapleton.

July 10th-12th

9:30AM

Morning Meditation Moment

LOCATION: SPA GARDEN

Suey Vendrell / @flowithsuey

Join us every morning to destress and decompress in a five-minute meditation through sound healing.

july 10th-12th

SATURDAY, July 10th

11:00AM, 1:00PM & 3:00PM

Wellness Event: Energy Cleansing

LOCATION: Eden Roc Ballroom, Level 2

Emilia Lujan / @emilia_lujan / @mindfulbodyproductions

Learn the power of healing smoke, the energy of crystals and how to make them work for you. Sage bundle giveaway - first come, first served!

2:00PM

Hot Music. Fresh Moves. & Plenty of Zumba® Love.
Sponsored by Zumba®/Strong ID™

LOCATION: Spa Terrace

Join Zumba® Instructor Cat Medina for a booty-shaking, hair-flippin', 60-minute Zumba® sweat sesh. From the two left foot-ers to the front row divas, ALL MOVES ARE WELCOME. Be sure to visit booth 507.

6:00PM – 7:00PM

Opening Night Rooftop Cocktail Party

LOCATION: Spa Terrace

Enjoy the breathtaking view of the ocean, grab a drink of choice and toast with your fashion family and friends – TO FASHION!

SUNDAY, July 11th

8:00AM

Morning Yoga Flow

LOCATION: SPA GARDEN

Suey Vendrell / @flowithsuey

Wake up and flow with healing yogi, Suey Vendrell in a beginners' yoga class.

Yoga mats sponsored by orro.

11:00AM, 1:00PM & 3:00PM

Wellness Event: Gua Sha Massage

LOCATION: Eden Roc Ballroom, Level 2

Dr. Irina Logman, Advanced Holistic Center / @advancedholisticcenter

Learn the power of Gua sha massage and the beautifying ritual you should add to your daily routine to diminish stress + fine lines.

Gua sha stone giveaway - first come, first served!

MONDAY, July 12th

11:00AM, 1:00PM & 3:00PM

Wellness Event: Life Coaching

LOCATION: Eden Roc Ballroom, Level 2

Avi Raab, Life Coach

Join life coach Avi Raab for tips and tricks to destress, build confidence and move forward through journaling. Journal giveaway - first come, first served!

CHECK HERE FOR
UPDATES

*Schedule as of 6/22/21

MIAMI BEACH

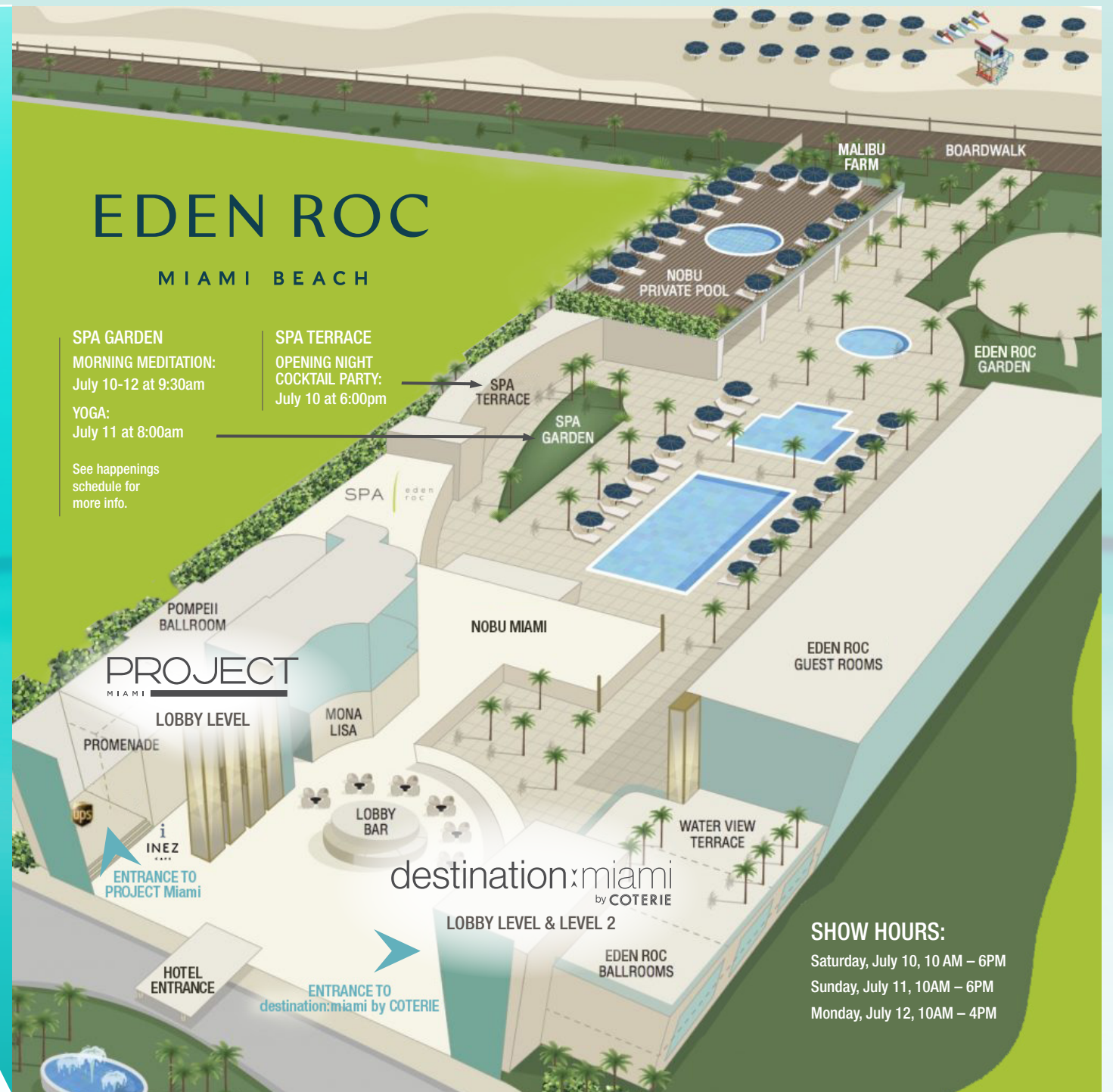
CITY MAP

- 1 **INDIAN BEACH PARK**
4601 COLLINS AVE
- 2 **DESTINATION:MIAMI BY COTERIE**
PROJECT MIAMI
EDEN ROC MIAMI BEACH
4525 COLLINS AVE
- 3 **FONTAINEBLEAU MIAMI BEACH**
4441 COLLINS AVE
- 4 **SOHO BEACH HOUSE**
4385 COLLINS AVE
- 5 **FAENA HOTEL MIAMI BEACH**
3201 COLLINS AVE
- 6 **W SOUTH BEACH**
2201 COLLINS AVE
- 7 **COLLINS PARK**
2100 COLLINS AVE
- 8 **MIAMI BEACH CONVENTION CENTER**
1901 CONVENTION CENTER DR
- 9 **MIAMI BEACH BOTANICAL GARDEN**
2000 CONVENTION CENTER DR
- 10 **NAUTILUS BY ARLO**
1825 COLLINS AVE



PROJECT
MIAMI

destination:miami
by COTERIE



Complimentary Transportation

Shuttles will run on a loop during show hours as noted above approximately every 30 minutes.

Pick up/drop offs:

EDEN ROCK MIAMI BEACH

In front of the Eden Roc Hotel on Collins Ave.

MIAMI BEACH CONVENTION CENTER

Across from the convention center, curbside on Convention Center Dr.
(pick up is on the Botanical Gardens side of the road).

SHOW HOURS:

Saturday, July 10, 10 AM – 6 PM
Sunday, July 11, 10 AM – 6 PM
Monday, July 12, 10 AM – 4 PM

PROJECT Miami brand list sampling

7TH HVN
Men's Collection
@7thhvn

Aspeto
Men's Collection
@aspetoclothing

Brackish
Men's & Womens
Accessories
@brackishbowties

Bravian
Men's Collection
@bravianwear

Dead. Than. Cool.
Men's Collection
@dead.than.cool

Eden Park Paris
Men's Sportswear
@edenparkparis

James Bark
Men's Resortwear &
Swimwear
@jamesbark.us

Paraboot
Men's & Women's
Footwear
@paraboot

Propaganda Agency
Men's Collection
@propagandaagencyus

Robert Barakett
Men's Sportswear
@jackvictorstyle

Rock Revival
Men's & Women's Denim
@officialrockrevival

Romeo Merino
Men's & Women's
Sportswear
@romeomerinofashion

Spudnik
Men's & Women's
Footwear
@Spudnik_footwear

Stetson Hats
Men's & Women's
Accessories
@stetsonusa

Stitch Note
Men's Sportswear
@stitchnoteusa

Swet Tailor
Men's Sportswear
@swettailor

destination:miami by COTERIE brand list sampling

desintation:miami by COTERIE is co-located with PROJECT Miami creating the opportunity to cross-shop elevated women's resortwear, swimwear, and vacation-inspired brands.

Allan K
Footwear
@allank_antwerp

Armantia
Swimwear
@armantiaswimwear

Azulu
Restortwear & Swimwear
@azuluoficial

Cala de la Cruz
Resortwear & Swimwear
@caladelacruz

Californians
Footwear
@californiansfootwear

Catherine Gee
Resortwear
@catherinegee

**Christy Lynn
Collection**
Resortwear
@charmosaswimwear

Edite Showroom
Contemporary - Showroom

Eugenia Fernandez
Resortwear
@eugeniafernandezofficial

Haight
Resortwear & Swimwear
@hightclothing

Ilse Jacobsen
Footwear
@ilsejacobsen

Jessi Caballero
Footwear
@jessicaballeroshoes

Kuu
Accessories
@kuu_mx

LA GOTTA
Swimwear
@lagottaofficial

LAmade
Collection
@lamadeclothing

Lines of Denmark
Footwear
@linesofdenmark

Najash
Accessories
@najashcolombia

Nannacay
Accessories
@nannacay

Palo Rosa
Swimwear
@palorosabeachwear

Papucei
Footwear
@papucei

**Perry Walker
Collective**
Restortwear
@perrywalkercollective

Puntamar
Restortwear
@puntamarofficial

St Dom
Restortwear
@stdomcartagena

Rollie
Footwear
@rollienation

U.No5 Tokyo
Footwear
@uno5_tokyo

CLICK HERE FOR FULL
BRAND LIST

CLICK HERE FOR FULL
BRAND LIST

join us at

PROJECT

Contemporary men's and women's apparel,
footwear, and accessories, ranging from
mid-market to premium price points.

PROJECT
MIAMI

**July 10-12,
2021**

**Eden Roc Hotel
Miami Beach, FL.**

REGISTER TO ATTEND

PROJECT
LAS VEGAS

**August 9-11,
2021**

**Las Vegas
Convention Center**

REGISTER TO ATTEND