



PHARRELL WILLIAMS



adidas



EVENT : Holi Celebration + Launch by Pharrell Williams

WHO : BBC x adidas x Pharrell Williams

LOCATION : BBC NYC Flagship Store

DATE : March 1st, 2018

OBJECTIVE : To collaboratively co-produce an intimate invite-only in-store product launch celebrating the release of Pharrell Williams' Holi Collection with adidas, while aligning with the Holi holiday and simultaneously educating multi-cultured consumers of the South Asian holiday.



CONNECTED _____ BY _____ HUE

A COLLECTION BY PHARRELL WILLIAMS

HOLI CELEBRATION

MARCH 1ST 7:00-10:00 PM

MUSIC & ENTERTAINMENT:
DJ SHARAD & FRIENDS
FOOD & DRINK PROVIDED

INVITE ONLY

BBC, 7 MERCER ST. NYC, NY 10013



BBC'S FLAGSHIP STORE WITH HOLI DÉCOR + LAUNCH PRODUCT

DJUSA was commissioned to co-curate + produce on a number of levels for this celebration.

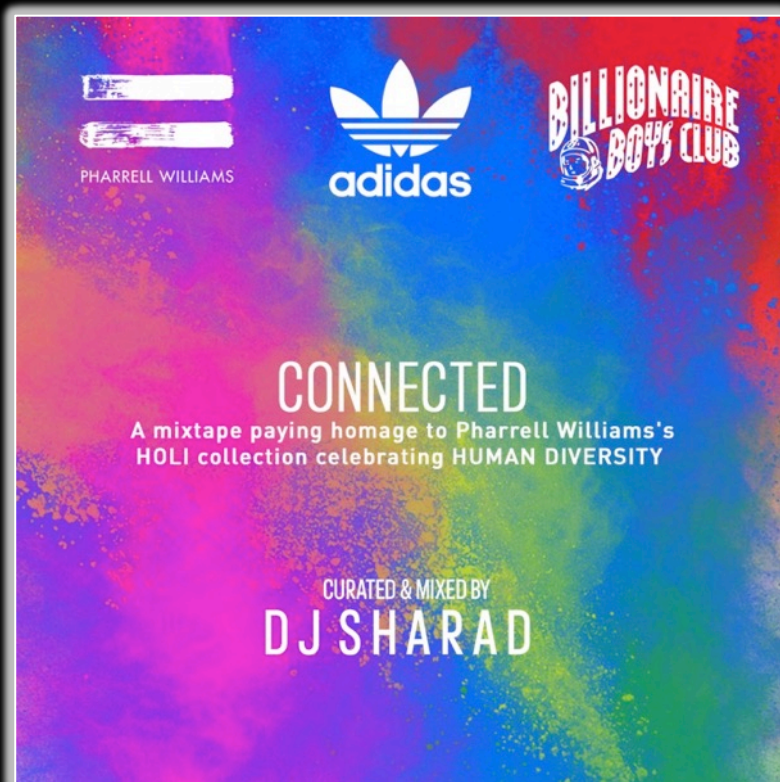
Responsibilities included :

- Premium DJ Selection + Placement.
- Entertainment : A curated mixtape paying homage to Pharrell + Indian culture aiming to carry the promotion well after release date of the shoe.
- Procured + Designed Floral Installation.
- Designed Indian Décor Elements inclusive of Rickshaw at event entrance, interior accents + statues.
- Menu Design, Chef Selection + Beverage Concept : Passed Hors D'oeuvres, Dessert, Champagne, Indian Beer, Thandai Drink, + Staffing.
- Custom LED bar with Holi inspired accents + décor.
- Guest List : Invitation of industry veterans, influencers and guests of diverse cultures.
- Security detail.



DJs + ENTERTAINMENT : DJ SHARAD, DJ FATFINGAZ + DJ UZI

'CONNECTED' BY DJ SHARAD – 11.6k plays in the first week.



- 1 - Intro - DJ Sharad x Pharrell
- 2 - No Better - Raveena
- 3 - Compromise - Inderpaul Sandhu
- 4 - Technicolor Decisions - Shiv
- 5 - You Can Do It Too - Pharrell
- 6 - City Slums - Raja Kumari ft. Divine
- 7 - Show You How To Hustle - Pharrell
- 8 - Keep It Playa - Pharrell
- 9 - Cross The Border - Philly's Most Wanted
- 10 - Nas' Angels ... The Flyest - Nas (ft. Pharrell & Raqe Shwari)
- 11 - Bring Dem Things - French Montana (ft. Pharrell)
- 12 - Good Life - Deep Jandu (ft. Bohemia)
- 13 - Vibe - The PropheC
- 14 - Y U Lie - Ganja Beatz (ft. YoungstaCIP & J. Molley)
- 15 - Kehndi Mainu - Raves (ft. Raxstar)
- 16 - Seedhe Slum Se - Sun J
- 17 - Grindin' - Clipse
- 18 - Grindin' (remix) - Clipse (ft. Sean Paul)
- 19 - Nathin' - Noreaga
- 20 - Safari - J. Balvin (ft. Bia, Pharrell, Sky)
- 21 - Vamos - Badal (ft. Dr. Zeus Y Raja Kumari)
- 22 - Tides - Anik Khan
- 23 - Gust of Wind - Pharrell
- 24 - Light Your Ass On Fire - Busta Rhymes
- 25 - Bhaad Mei Jao - Sun J
- 26 - Brand New - Pharrell (ft. Justin Timberlake)
- 27 - Don't Behave - Anik Khan

LISTEN TO THE MIXTAPE HERE! : <https://soundcloud.com/deshiphop/dj-sharad-connected-for-pharrell-x-adidas>

INTERIOR DÉCOR + FLORAL INSTALLATIONS



TYE-DYE ACTIVATION



TYE-DYE ACTIVATION





NYC INFLUENCERS + INVITEES

BILLIONAIRE BOYS CLUB

YEEZY        

EXTERIOR ACCENTS : RICKSHAW, FLORAL + STATUES



THANK YOU

Creative Partners :
Roundhouse Agency
Stylish Events
Awadh Catering via Chef Anand

A **DJUSA** PRODUCTION
www.djusaevents.com www.djusadesign.com