

14 HOLIDAY PARTY TRENDS 15 INNOVATIVE MEETINGS

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EVENTS

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EVENT REPORTS MIAMI/SOUTH FLORIDA



Kryobot shot liquid-nitrogen refreshers at guests at the Don't Worry Baby pool party at Freehand Miami.

Synchronized swimming group the Dolphinettes performed at a reception to celebrate the late Esther Williams, the Olympic swimmer and actress who is credited with making the Raleigh's iconic pool famous.



Guests gathered at the Raleigh's pool deck for the History of Swim, an exhibit drawing from Jantzen swimwear's archives. Models wore looks from Jantzen's current collection, which were made with Xtra Life lycra, another sponsor of the event.



Ocean Drive's Sun Covered pool party included a PopChips-branded ping-pong table.

Rally Around

The Raleigh was the center of Mercedes-Benz Fashion Week Swim's runway shows, cocktail receptions, and brand activations.



Mercedes-Benz wrapped its featured car, the E-Cabriolet convertible, in a print from designer Mara Hoffman's 2014 resort collection. The bright vehicle, parked at the Raleigh, proved a popular backdrop for photos during the week.

The ninth installment of Mercedes-Benz Fashion Week Swim, which wrapped up July 22, came with a sea of eager fashion fans and a heavy dose of rain. Despite damp weather, the events ran smoothly at the South Beach boutique Raleigh hotel, the host venue for most official Swim Week festivities.

The hotel transformed to cater to a bevy of events including cocktail parties and runway shows. Although turnout at July 18's kickoff event may have been hindered due to a downpour, the Oasis tent was filled with guests, who sipped custom cocktails courtesy of Russian Standard Vodka and toasted swimwear brand Roxy's 25th year in the business. Event-theme cake pops were a sweet treat, as were the models sporting Roxy's latest line, Pop Surf.

The following afternoon, the City of Miami Beach proclaimed July 19 as "Raleigh Hotel Day," part of a festive cocktail hour that honored late Olympic swimmer and actress Esther Williams, who filmed several movies at the Raleigh's iconic pool. Blown-up photos of Williams were plastered throughout the pool deck, while the Dolphinettes performed a synchronized swimming routine in celebration of the icon herself.

Later in the evening, guests got their first look at the tented catwalks, where more than a





To get a treat from a Polaroid vending machine at Ocean Drive's party, guests had to tweet a code that would activate the machine.

dozen swimwear lines were showcased throughout the weekend. After a front entry check-in via iPad, visitors explored the grounds, which included two main runway tents. The Oasis tent, which was a smaller runway room, featured a clear tent design with natural light before sunset, and palm trees colored the roof above. A clean white color scheme made designs pop, and the raised runway made for optimal photo opportunities for guests looking to post looks via social media. The Cabana Grande tent on the east end of the hotel grounds accommodated a larger audience in its chic space.

Saturday afternoon brought the pool party crowd to the Raleigh, where Ocean Drive's Sun Covered event was underway. The lighthearted event offered several games, including an oversize Jenga set and a ping-pong table with the surface covered in branding for Popchips. Chambord Vodka served boozy snow cones from an ice machine, as well as theme cocktails from a more traditional bar. Adding a social media element, Polaroid sponsored a Twitter-operated vending machine, which dropped prizes only when guests tweeted a unique code generated by the machine.

Even though plenty of exciting runway shows were scheduled for Sunday, it seemed like a prime time to relax. At the seventh-floor Mercedes-Benz Star Lounge, select V.I.P.s were served Russian Standard Vodka cocktails, Perrier-Jouet, and Nickel & Nickel wine, along with catering from Restaurant Michael Schwartz. The space's decor was a special addition to the hotel. The lounge, from interior decorator Wesley Cadle, drew inspiration from the 1950s, evoking a sunporch with graphic trellis prints in bold colors, bamboo, rattan, and other natural finishes. A champagne toast to Swim Week with an aerial view of the scene below, inside the Esther Williams suite, was an ideal way to cap off the extravaganza. —Tracy Block

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