

MONDAY 19 MAY 2025  
12:00-17:00  
W SOUTH BEACH

# OPEN HOUSE

by **L.E / MIAMI**



## THE SPEAKERS

SAM BLENKINSOPP · CHIP CONLEY · RICHARD DANKS · THOMAS HEYNE · HENRIK GOOD HOVGAARD · DIAMOND JONES · KAZEEM KUTEYI · SARAH OWEN · RHIANNE PATENT · JACK SELF · LOUIE STEWART-POYNTER · BASHAR WALI

## REBEL RETREAT

DJ SETS · F&B ON-TAP

## L.E/POP-UPS

111SKIN TREATMENTS · 818 TEQUILA · AI MASTERCLASS · BOARD GAMES · BOUTIQUE SHOPPING · CIGARS · COCKTAILS · COMMUNITY BUILDING MASTERCLASS · CRYO FACIALS · FUTURISM WORKSHOP · HOW TO ACE YOUR FIRST L.E/ · LOVEWELD JEWELLERY

**FOLLOWED BY THE OFFICIAL  
OPENING PARTY | 20:00-23:00**

MONDAY 19 MAY 2025  
12:00-17:00  
W SOUTH BEACH

OFFICIAL  
OPENING  
PARTY

# OPEN HOUSE

by L.E / MIAMI

HOSTED IN PARTNERSHIP WITH  
W HOTELS AT W SOUTH BEACH  
20:00-23:00

One vibe. One-of-a-kind. To believe it, you have to see it. Join us for one night only as we transform W South Beach into a limited edition playground where unexpected encounters, unforgettable moments and untold stories unfold...

## L.E/POP-UPS

Head outside to the Rebel Retreat to explore four pop-up bungalows, each serving up all-day limited edition surprises: from ultraluxe facials and personalised skincare consultations to a lineup of masterclasses, covering everything from travel AI to building impactful brand communities in 2025.

**1/4 BY W HOTELS**

**2/4 MANDARIN ORIENTAL  
X 111SKIN**

**3/4 SCHOOL OF  
LIMITED EDITION**

**4/4 L.E/BOUTIQUE**

## STAND OUT.

Welcome to Open House – and the first official day of L.E/Miami 2025. Ready to stand out and stay limited edition? Don't go anywhere, gorgeous. Dive head first into a lineup of killer thought leadership (where you'll hear from industry rebels like Chip Conley, Thomas Heyne and Sarah Owen) to four bungalows bursting with one-time-only treats – like 111SKIN facials, must-see masterclasses and all-day shopping at the L.E/Boutique. All while networking with our biggest, boldest crowd to date – your rolodex of limited edition contacts just got a whole lot bigger (and it's only day one).

We'll be closing Open House's doors from 5pm so you can head back to your hotel to take a power nap and primp for the official Opening Party, kicking off poolside at W South Beach from 8pm. Chin-chin!

## STAY LIMITED EDITION.

OPEN  
HOUSE  
by L.E / MIAMI

# AGENDA

# THE

## SCHOOL OF LIMITED EDITION MASTERCLASSES IN BUNGALOW 3

**12:30-12:45**

**HOW TO ACE YOUR FIRST L.E/**  
With Zahava Abend, Senior Portfolio Event Director (L.E/Miami and SET)

**13:15-14:15**

**NO F\*\*\*\*\*G INFLUENCERS:  
HOW TO BUILD AUTHENTIC BRAND  
COMMUNITIES IN 2025**  
With Richard Danks, Executive Vice President – Lifestyle, EMEA, PURPLE

**14:30-15:30**

**YOUR CREATIVE CO-PILOT:  
USING AI TO YOUR ADVANTAGE**  
With Louie Stewart-Poynter, Senior Designer, Matter Of Form

**15:45-16:45**

**FUTURE SENSE: HOW TO PREDICT  
TRAVEL'S NEXT BIG THING**  
With Henrik Good Hovgaard, Chief Futurist, Universal Futurist

## THE LIMITED EDITION STAGE

**13:00-13:15**

**WELCOME TO OPEN HOUSE 2025**  
With David Whitaker, CEO & President, GMCVB; Serge Dive, CEO & Founder, This is Beyond and Zahava Abend, Senior Portfolio Event Director (L.E/Miami and SET)

**13:15-14:00**

**THE CRISIS OF ORIGINALITY: WHY  
HOSPITALITY NEEDS A CREATIVE REBELLION**  
With Sarah Owen, Futurist, Trend Forecaster & Social Scientist

**14:15-15:00**

**CULTURE CLUB: RETHINKING HOTELS'  
PLACE IN THE LIFESTYLE LANDSCAPE**  
With Sam Blenkinsopp, CEO & Co-Founder, Trippin; Diamond Jones, Programme Director, Summaeverything Community Center; Kazeem Kuteyi, Cultural Curator and Editor-in-Chief, New Currency; Jack Self, Director, REAL, Editor-in-Chief, Real Review  
Moderated by Rhianna Patent, Senior Creative Strategist, All Corners

**15:15-15:45**

**IN THE HOTSEAT: HOW SCORPIOS' THOMAS  
HEYNE PUT THE 'CULT' IN CULTURE**  
With Thomas Heyne, CEO & Founder, Scorpios  
In Conversation With Bashar Wali, CEO & Founder, Practice Hospitality

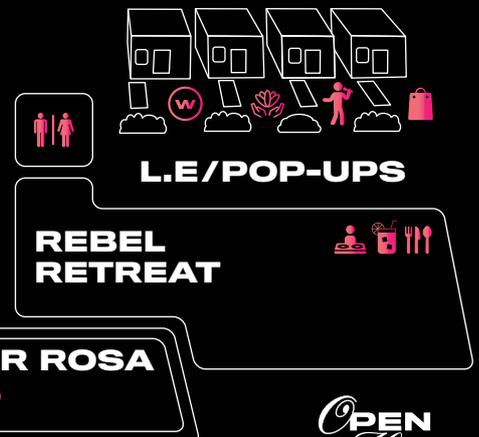
**16:00-16:45**

**SURFING DISRUPTION: HOW TO CATCH  
HOSPITALITY'S NEXT WAVE (BEFORE  
EVERYONE ELSE)** With Chip Conley, Author, Founder of Joie de Vivre Hospitality, Modern Elder Academy, Former Airbnb Head of Global Hospitality & Strategy

# GETTING AROUND

-  DJ
-  DRINK
-  FOOD
-  BY W HOTELS
-  THOUGHT LEADERSHIP
-  WELLNESS
-  SHOPPING
-  RESTROOMS

- 1 BY W HOTELS
- 2 MANDARIN ORIENTAL X 111SKIN
- 3 SCHOOL OF LIMITED EDITION
- 4 L.E/BOUTIQUE



W SOUTH BEACH HOTEL ENTRANCE

**OPEN HOUSE**  
by L.E/MIAMI