

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**

OFFICIAL
OPENING
PROPERTY

MONDAY 19 MAY 2025

12:00-17:00

W SOUTH BEACH

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

OPEN
HOUSE
by L.E / MIAMI

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.

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, Summaeverythang
Community Center; Kazeem Kuteyi, Cultural Curator and
Editor-in-Chief, New Currency; Jack Self, Director, REAL,
Editor-in-Chief, Real Review
Moderated by Rhianne 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, Scorprios
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



L.E/POP-UPS

REBEL
RETREAT

BAR ROSA

THE LIMITED
EDITION
STAGE

REGISTER
HERE

HELP DESK

WELCOME TO
OPEN HOUSE

W SOUTH BEACH HOTEL ENTRANCE

OPEN
HOUSE
by L.E/MIAMI