



BOLDSPACE EVENT

How can brands tap into pop culture?

Please join us for breakfast with:

NAVI AHLUWALIA

UK Editor, Hypebae

Hypebae is the female-driven sister site to Hypebeast – a leading global platform for contemporary culture and lifestyle content, founded in Hong Kong in 2005 with a mission to share the most authentic aspects of culture around the globe. With over a million followers on Instagram and 21 million likes and counting on TikTok, Hypebae is part of a new wave of social-led consumer lifestyle outlets, aimed at reaching Gen Z through engaging, swipe-worthy content.

As the editor of the UK team, Navi will give us the inside scoop on the biggest trends in culture, the brands doing it right and what Gen Z audiences really want to read about. She'll share her top predictions for the next big things in fashion and lifestyle and how she thinks media consumption is changing for the next generation, and what this means for brands.



DATE:
**WEDNESDAY,
8 NOVEMBER 2023**

TIME:
**08.30 -
10.00AM**

ADDRESS:
**BOLDSPACE OFFICES,
60-62 MARGARET STREET,
LONDON, W1W 8TF**

Please RSVP to events@boldspace.com to reserve your spot at the table soon as possible.

We hope you can join us for what promises to be a fascinating conversation