



2026 FIFA WORLD CUP HOSPITALITY EXPERIENCE

PRESENTED BY COLIN COWIE LIFESTYLE
EXTENDED CASE STUDIES



CASE STUDY

Fortune Global Forum 2024

Objectives: To transform Fortune's annual two-day conference, which has been held for 19 years, into an immersive and luxurious experiential event that reinforces Fortune's brand identity. This transformation will culminate in a distinctive conference with novel elements that have never been encountered at business gatherings.

In early 2024, Fortune approached Colin Cowie Lifestyle seeking to elevate the standard conference experience. Drawing upon Colin's five-senses approach, which enhances the perception of smell, touch, taste, sight, and sound, the team conceptualized innovative elements that would set this conference apart.

Upon their arrival on the first day, guests were warmly welcomed in the manner of a first-class lounge within a meticulously designed room. The room featured a 40-foot curved LED screen displaying the Fortune brand. Kinetic art throughout the space encouraged interactive engagement with both the artwork and fellow attendees. An elevated food station and a high-end coffee bar created an ambiance conducive to mingling and breakfast prior to the commencement of the conference.

Following a day of captivating presentations by esteemed speakers spanning the business and government sectors, the guests convened for an evening reception that culminated in a grand gala dinner. The dinner featured an exquisite culinary experience and a selection of delectable beverages, accompanied by a captivating performance that showcased a diverse range of dance and musical styles spanning historical periods in the host city.

The subsequent day, guests were treated to an elevated dining experience throughout their meetings, keynote speeches, and breakout sessions. Robotic canine companions roamed the main floor area, inviting discovery, providing entertainment and delight during breaks.

As the conference drew to a close, all guests gathered in the main auditorium where Tom Brady ceremoniously presented a golden football to The Excellency of the Kingdom of Saudi Arabia. This symbolic gesture announced that the conference's future destination would be the Kingdom of Saudi Arabia.



FORTUNE









FORTUNE







CASE STUDY

Jennifer Lopez & Ben Affleck Wedding

Objectives: To design and orchestrate a traditional Southern wedding ceremony for a close-knit group of family and friends residing in the couple's shared property in Georgia, while maintaining a high level of discretion

Jennifer and Ben sought the services of Colin Cowie Lifestyle after a longstanding relationship with Colin and his team. Their objective was to enhance and revitalize their Georgia property, which boasts a mile-long private driveway and state-of-the-art security measures. They desired to ensure the comfort and security of their celebrity guests within the confines of the space.

The weekend commenced with a custom-wrapped food truck operated by one of their preferred fast-food establishments. An outdoor movie night was organized for the couple and their children, conveniently located just outside the main house.

The following day, Colin Cowie Lifestyle transformed a seaplane hangar into a picturesque and traditionally Southern Rehearsal Dinner Party. The bride's request for a traditional pie station was elegantly and authentically incorporated into the festivities.

On the wedding day, the ceremony was held beneath a custom-crafted white structure resembling a church. The bride adorned herself with a 20-foot veil and train. Subsequently, guests were invited to a custom tent designed to evoke the charm of a rustic barn, complete with hanging greenery, vintage green glassware, and twinkling fairy lights adorning the ceiling.

Prior to the intimate after-party held within the barn, the bride delivered a captivating and surprise live performance for her groom, leaving the guests in awe.













CASE STUDY

Fontainebleau Las Vegas Grand Opening

Objectives: To effectively activate and introduce the newly opened Fontainebleau Las Vegas and showcase its diverse offerings, including outlets, restaurants, and the intricate details, within a constrained timeframe. To ensure that 1,500 guests were efficiently guided through the various areas and tiers of the property that FBLV wanted them to experience. To create a high-impact social media and marketing campaign.

Celebrities, journalists, influencers, and high-net-worth individuals gathered to commemorate the Grand Opening of the Fontainebleau Las Vegas. This momentous event, marking the first significant opening in Las Vegas in over 15 years, garnered global media attention, resulting in millions of impressions.

Strategically positioned Human Arrows guided guests through the expansive property, ensuring their comprehensive exploration of its unique features.

Each major restaurant was highlighted and activated with custom (and couture costumed) immersive entertainment moments. From the morning ribbon cutting to the final midnight public opening, there was always something dazzling to be seen. Keith Urban performed an intimate set at the Bleau Bar for VVIP's. The world-famous Fontainebleau poodle made an appearance at the step and repeat. Famed florist Jeff Leatham's creations had massive impact in the vast spaces. The history of Las Vegas entertainment was highlighted with an incredible medley performance and as the finale, Justin Timberlake followed famed crooner Paul Anka in a headline show in the spectacular auditorium.

Attendees included Tom Brady, Cher, Ivanka Trump, Aaron Paul, Bryan Cranston, John Summit, Lenny Kravitz, Tommy Hilfiger, Sylvester Stallone, and Eva Longoria, and as the clock struck midnight, Justin Timberlake ceremonially threw the first dice surrounded by this elite group.













CASE STUDY

Hard Rock Hotel NYC Grand Opening

Objectives: To showcase the Hard Rock Hotel in Times Square to a group of celebrities, press and influencers, guiding and delighting them through all key spaces including the Lobby, the VVIP suites, the rooftop bar and finally the Theater with a headline performance. To reinforce the brand's rock and roll identity at every touchpoint.

Guests were greeted at the front of the Times Square property by a 40' long Step and Repeat that truly reflected the Hard Rock brand, with gold metal grommets and the signature navy blue color of the hotel's interiors.

Upon entering the hotel, guests were treated to complimentary refreshments and custom cocktails. A 360-degree photo booth equipped with guitar props provided an interactive opportunity for guests to capture memorable moments. Human Arrows provided guided tours of the hotel, leading guests to explore the VVIP suites, which featured unique activations, including a guitar-playing man and floral spilling from the sink.

As guests ascended to the rooftop deck, they were greeted by a live graffiti artist accompanied by a DJ, who created a custom artwork while pop-up performances rotated throughout the space.

At the culmination of the experience, Human Arrows guided guests to the theater for a performance by John Legend, featuring the iconic Hard Rock "guitar smash" that is performed at each Hard Rock opening.



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CASE STUDY

Amazon Campfire

Objectives: To assemble a gathering of eminent literary figures, policymakers, actors, activists, and other influential individuals at the residence of Oprah Winfrey for an inspiring two-day event. To foster a sense of community and collective inspiration among these distinguished individuals, empowering them to contribute to the betterment of the world.

Central to our design concept was the captivating Montecito setting, which inspired the creation of a warm and inviting yet refined ambiance. The round wood trunk escort cards, the food station's styling and decorative elements, and the overall aesthetic all evoke a distinctly elevated rustic charm.

As the evening unfolded, guests convened beneath three luminous structures around a tranquil body of water, surrounded by candles for continued mingling and entertainment.













CASE STUDY

Ubuntu Pathways Gala Dinner

Objectives: To raise funds for the Ubuntu Pathways organization; to bring awareness to the foundation's causes and to delight guests with African cuisine, music and culture.

New York City's finest are invited to the Ubuntu gala yearly to take part in raising funds for an incredible charity based in Port Elizabeth, South Africa. Celebrities such as Jake and Maggie Gyllenhaal alongside NYC notables gather for a night of fun and fundraising.

For over 10 years, CCL has planned the annual gala, each with a different message and theme corresponding to Ubuntu's unique annual objectives. Colin has acted as the Master of Ceremonies and auctioneer to this charity, which is close to his heart.

About Ubuntu: Ubuntu Pathways (formerly Ubuntu Education Fund) is a nonprofit organization that provides an integrated support system of health, education, and social support in the townships of Gqeberha, South Africa, previously known as Port Elizabeth. Over the past 22 years, what began as a fortuitous meeting between two strangers has grown into an internationally-recognized blueprint for community transformation. Ubuntu has redefined mainstream development models by focusing on the depth rather than breadth of their impact on a community of 400,000.



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CASE STUDY

Oprah Winfrey Legends Ball

Objectives: To honor African American legends who played an influential role in art, entertainment, and civil rights. To give guests an evening to remember forever and to highlight the importance of the honoree community.

The famed Oprah Winfrey Legends Ball was a three-day celebration at the Bacara in Santa Barbara that honored 25 African-Americans who played an influential role in art, entertainment, and civil rights. CCL fully managed the celebrity-packed guest list—including procuring talent and custom gifting for the patrons—as well as managing security and ensuring guest safety for the duration of the event.

The ballroom was fully transformed into a warm, modern setting with deep purple and grey tones and thousands of lush flowers. A custom chandelier boasting over 5,000 crystal strands hung majestically above the guests. The curated menu featured more than 10 pounds of elusive black and white truffles, handmade tortellini, and several other delectable courses. As a tribute to the honorees, we surrounded the entire room with video screens to showcase the “Legends Who Paved the Way” and their roles in instigating a significant change in history.













THANK YOU.

“I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

—Maya Angelou

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