

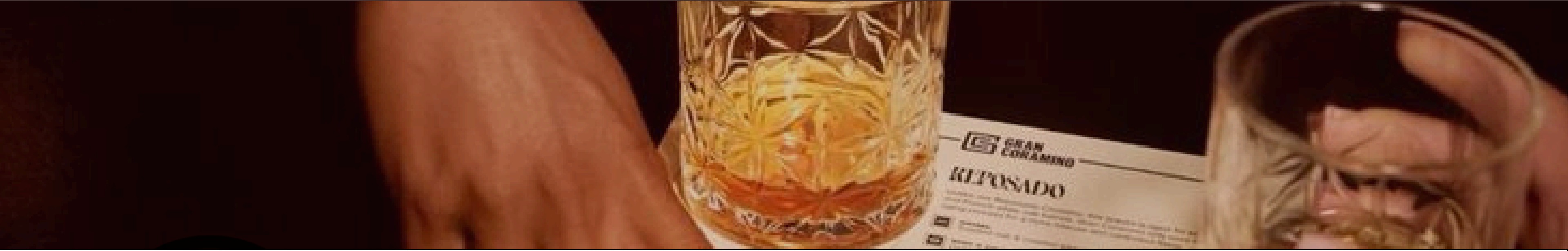
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CeCe's Evenings

Presented By

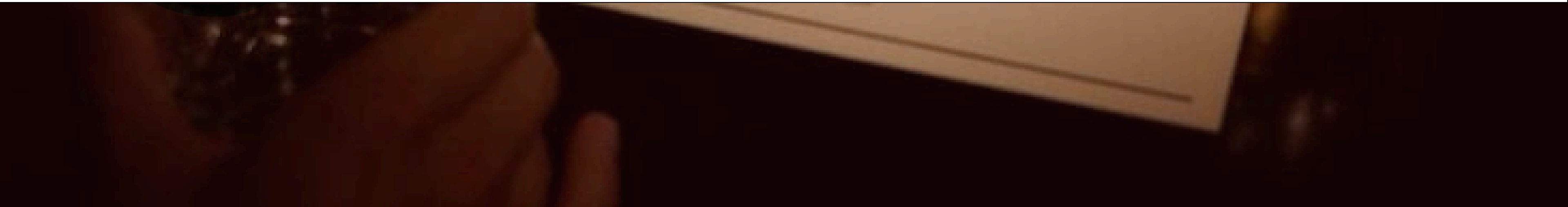
Keira Shannon, Anna McClean, Erin Hajian,
Amelia Edelsberg

December 2025



Our Elevator Pitch

CeCe's Evenings delivers guests a custom playing card to their room that unlocks exclusive, carefully curated events within the hotel, creating a personal, immersive introduction to CeCe's contemporary Upper East Side elegance.





Our Opportunity

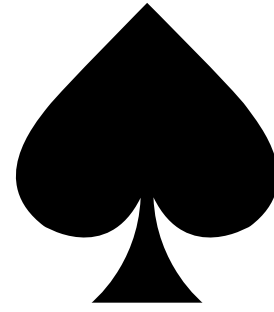
Travelers now seek intimate, exclusive experiences, and **CeCe's Evenings** blend classic Upper East Side luxury with modern, curated access.



Our Audience

CeCe's appeals to **young luxury travelers** who crave a fresh, modern hotel experience without sacrificing Upper East Side elegance.

Concept Development Process



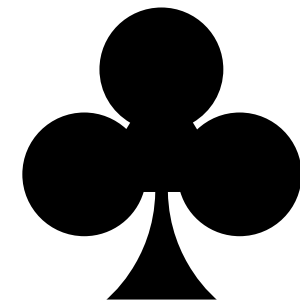
Media Relations

Private Dinners
Invite-Only Events
Ensure influential guests enjoy their experience



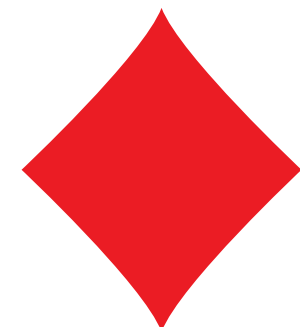
Business Model

Hidden menus reserved for certain guests
Hand-delivered personalized gifts



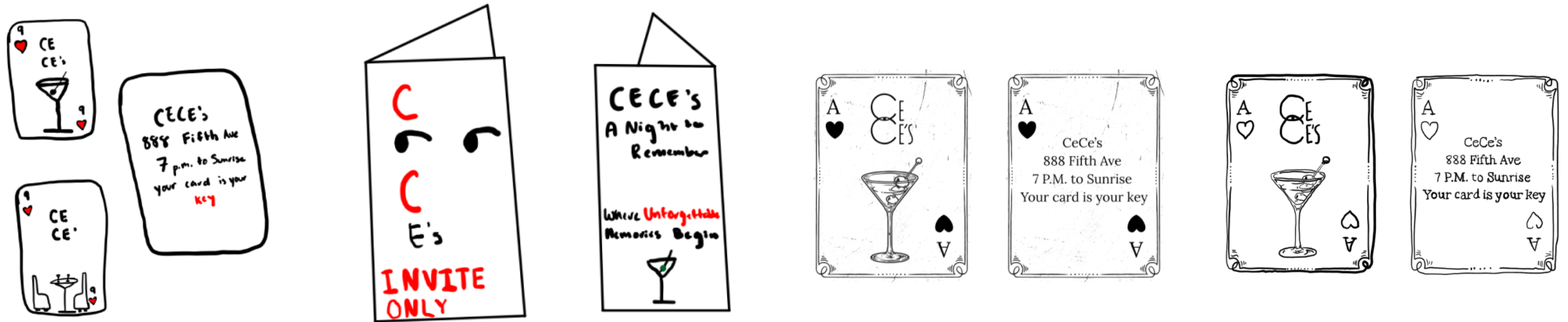
Partnerships & Affiliations

Branded Campaign
Private gallery from emerging NYC artists
Priority-access to high-end restaurants



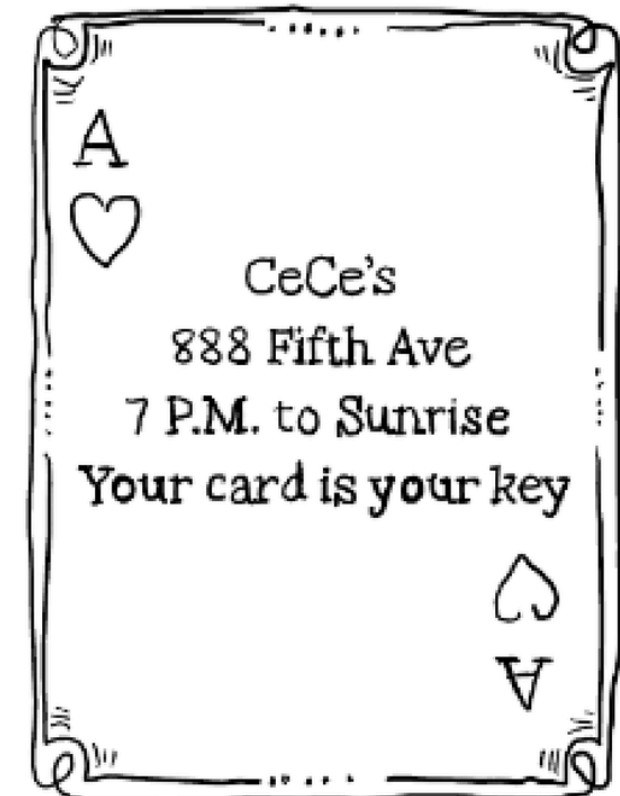
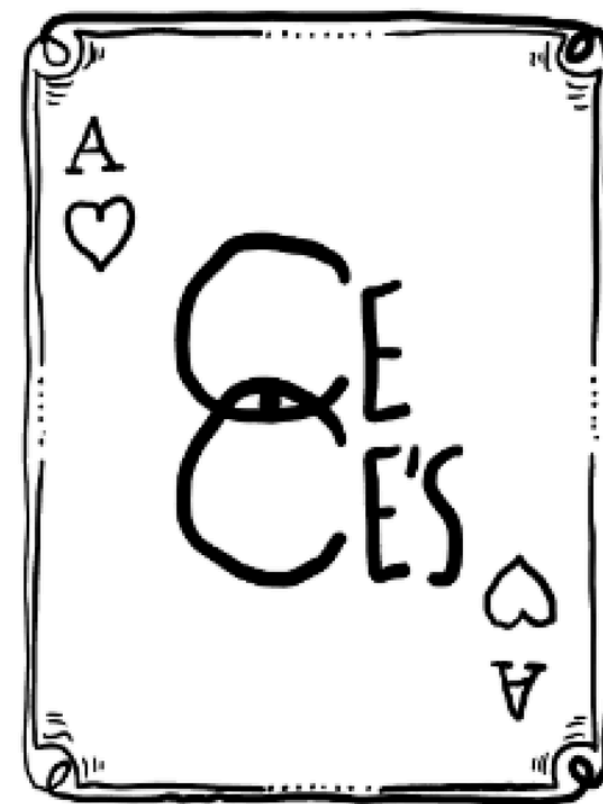
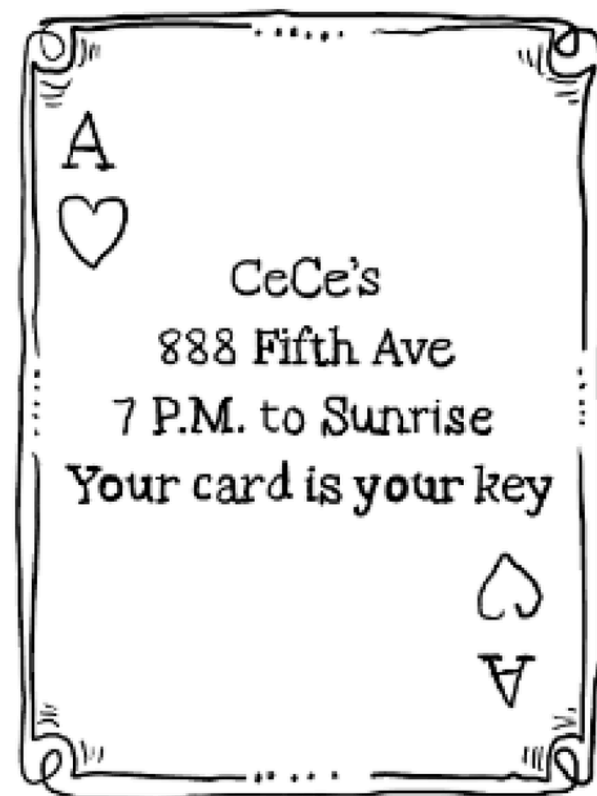
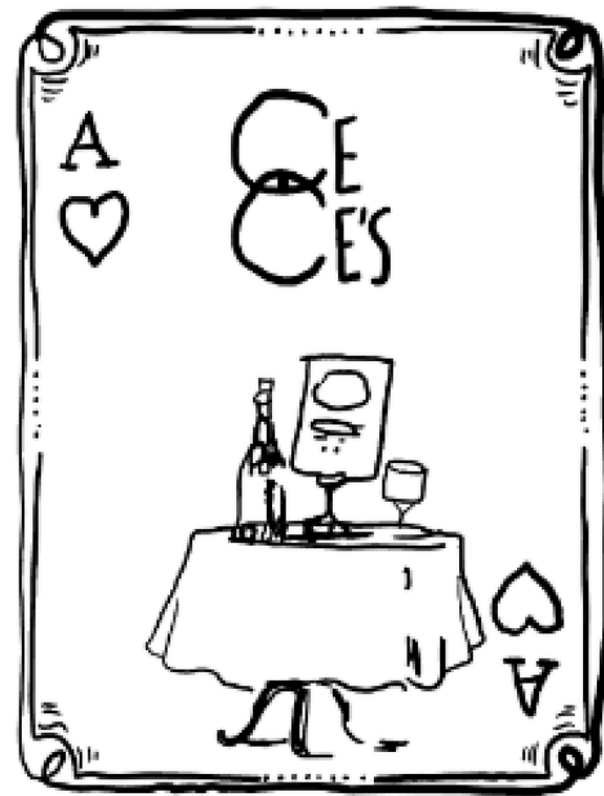
Physical Design & Vibe

Custom personalized stationery
Signature scents and playlist
No two rooms alike



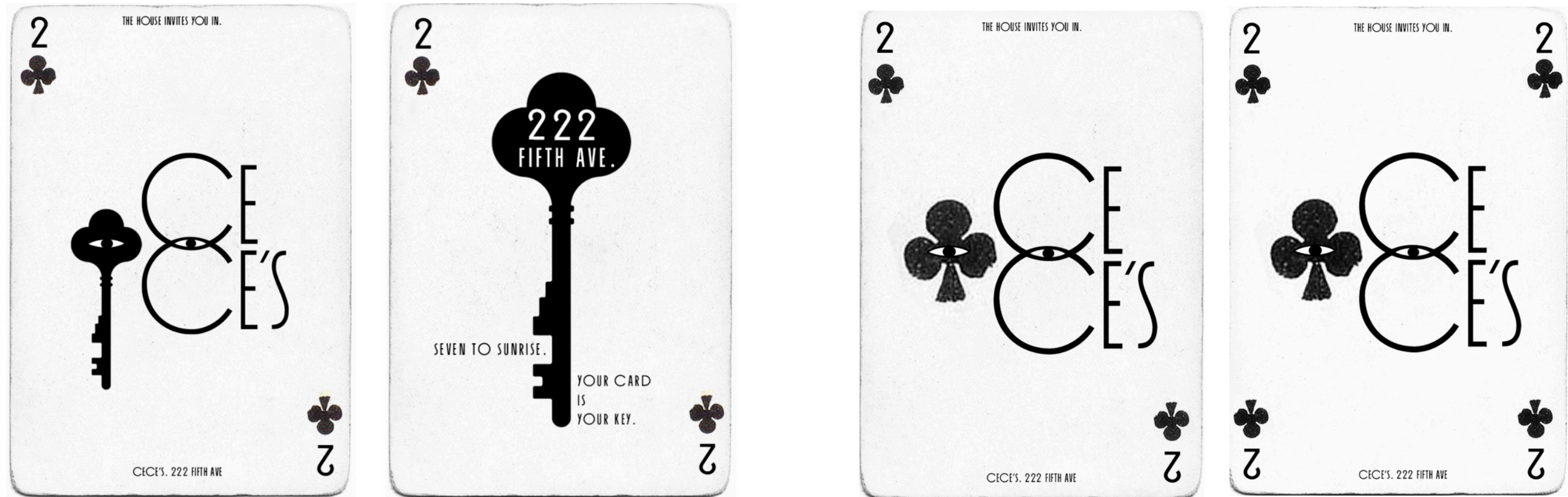
Initial Design Ideas

Inspired by our eye motif and card concept, our iterations shaped a sleek, iconic invitation design.



Design Iteration 1

Focused on embedding the CeCe's identity into the logo and accompanying motifs.



Design Iteration 2

Refined the card invitation while testing deck and paired-eye motifs.



Decision Making & Rationale

Our goal was to design a refined, modern hotel experience that resonates with affluent young travelers while maintaining an exclusive tone.

The **playing-card invitation** emerged naturally, offering mystery, visual cohesion, and a perfect fit for CeCe's aesthetic.

#020204

#FFFFFF

#910015

#56050B

#773831

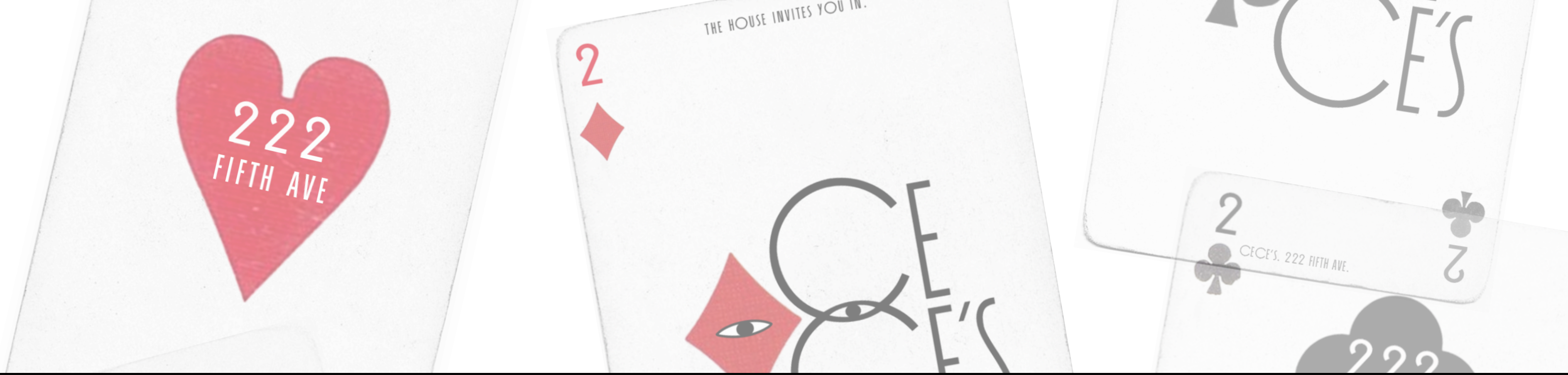
Color Palette

MECANORMA

ORGANDA

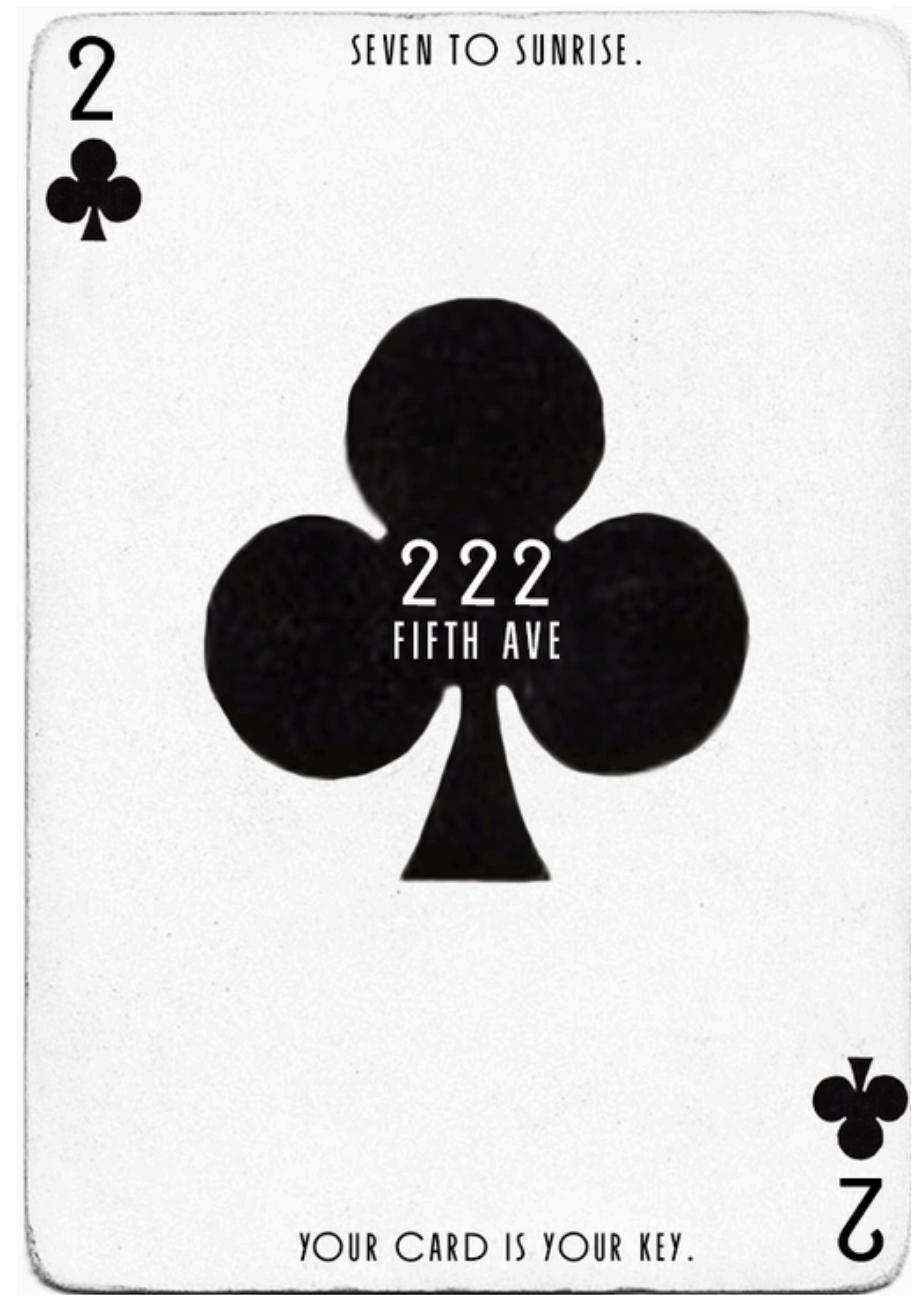
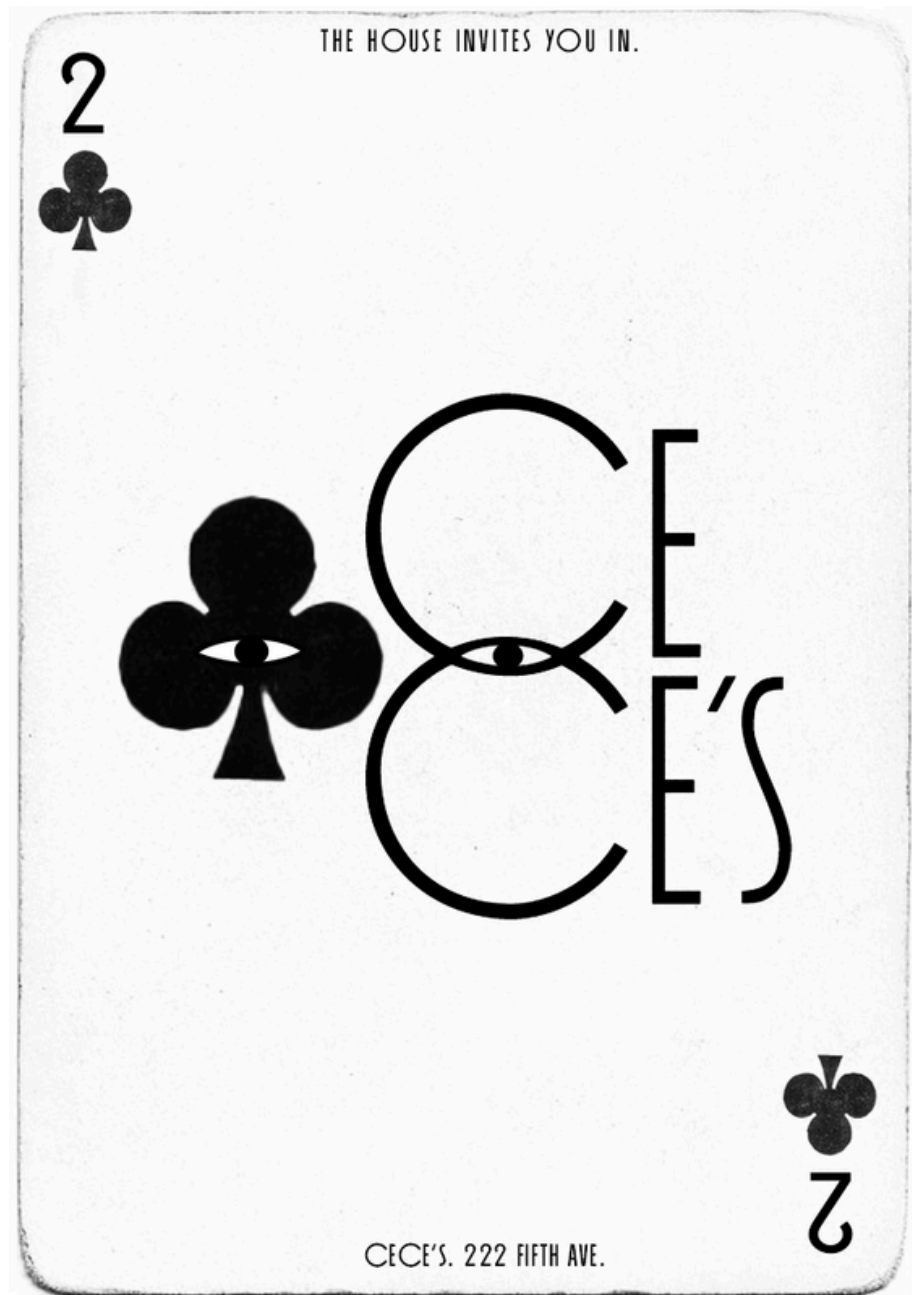
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RSTUVWXYZ ABCDEFGHI
JKLMNOPQRSTUVWXYZ

Typography



Final Invitation Designs

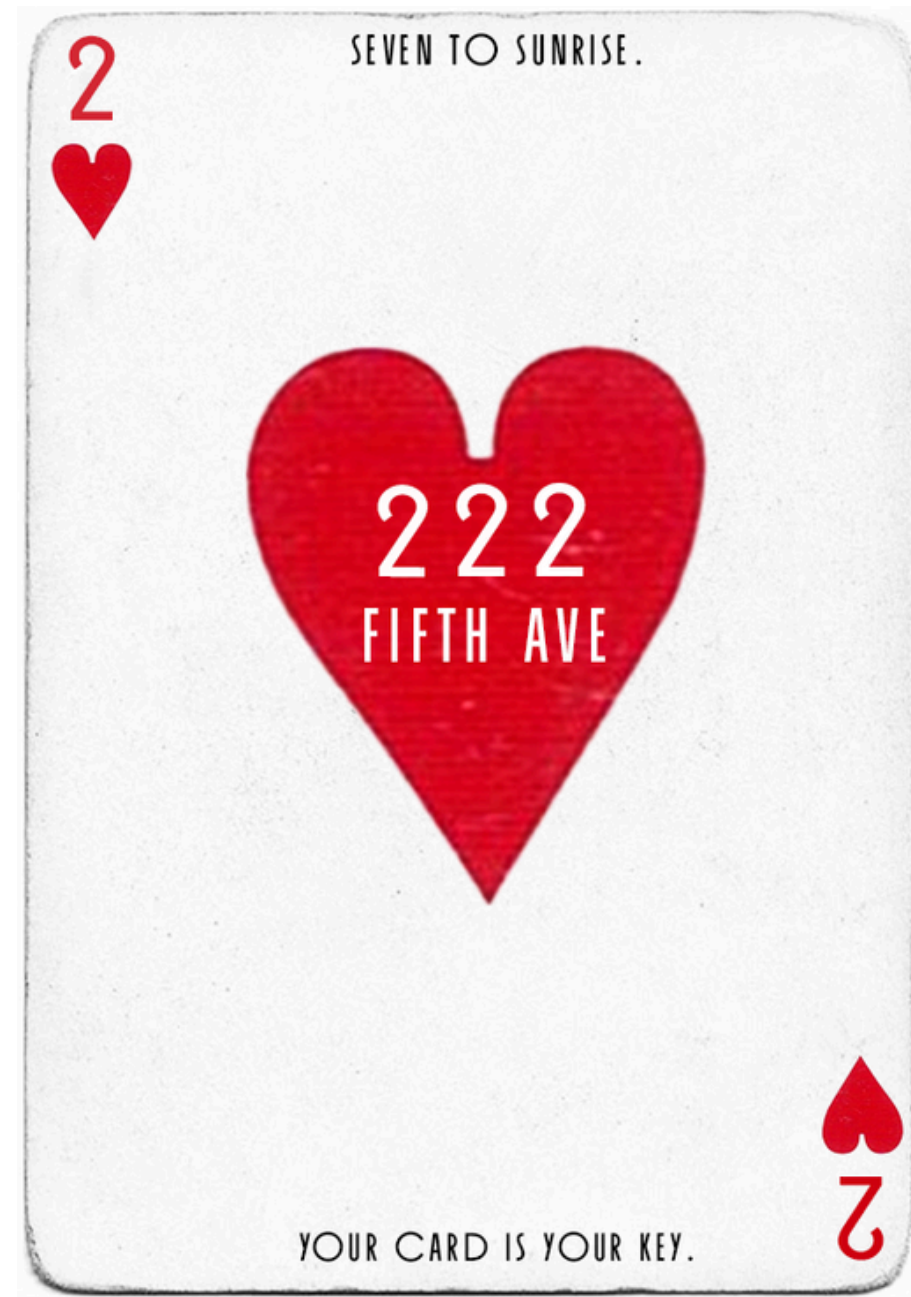




THE CLUB CARD

The Inner Circle

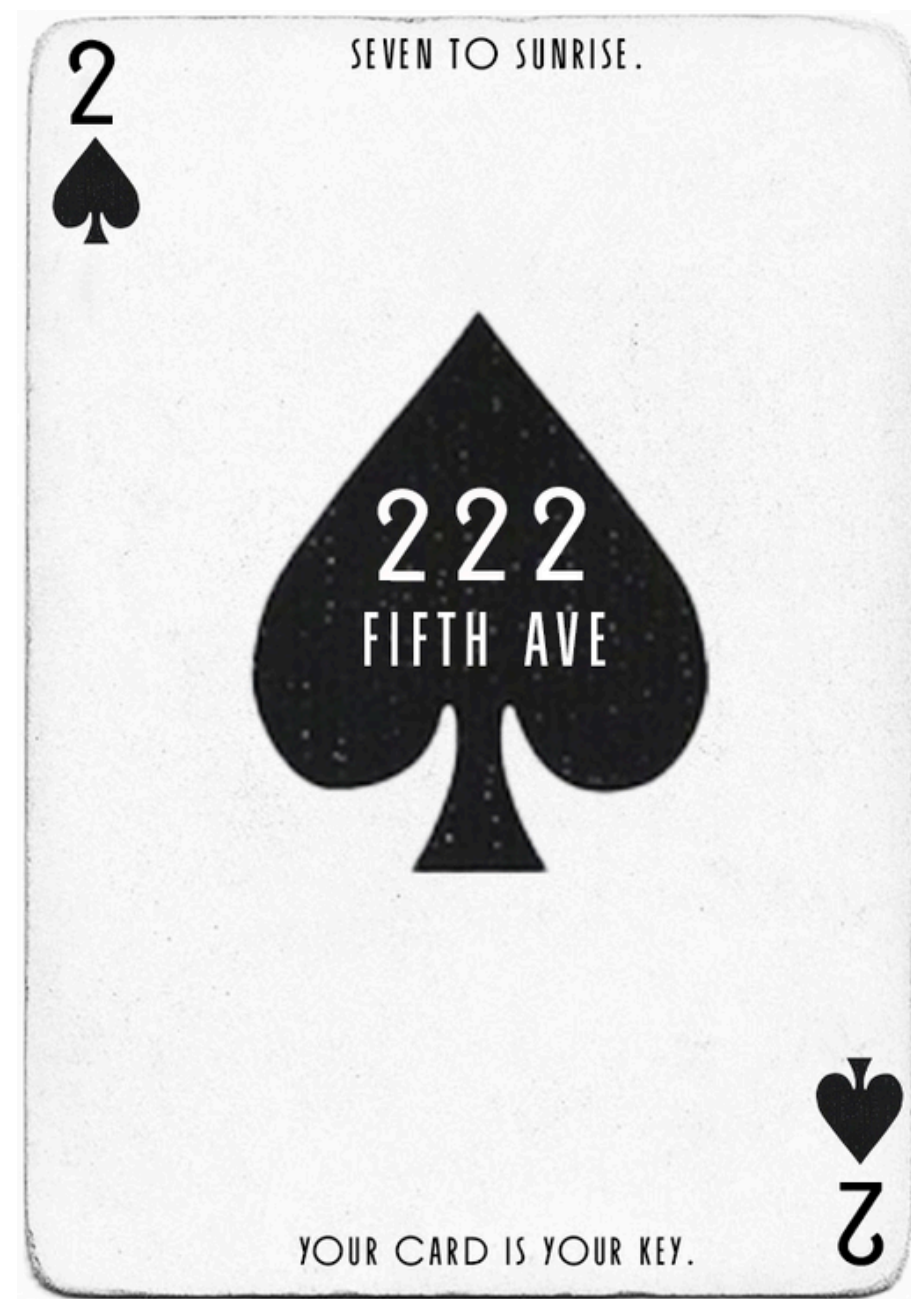
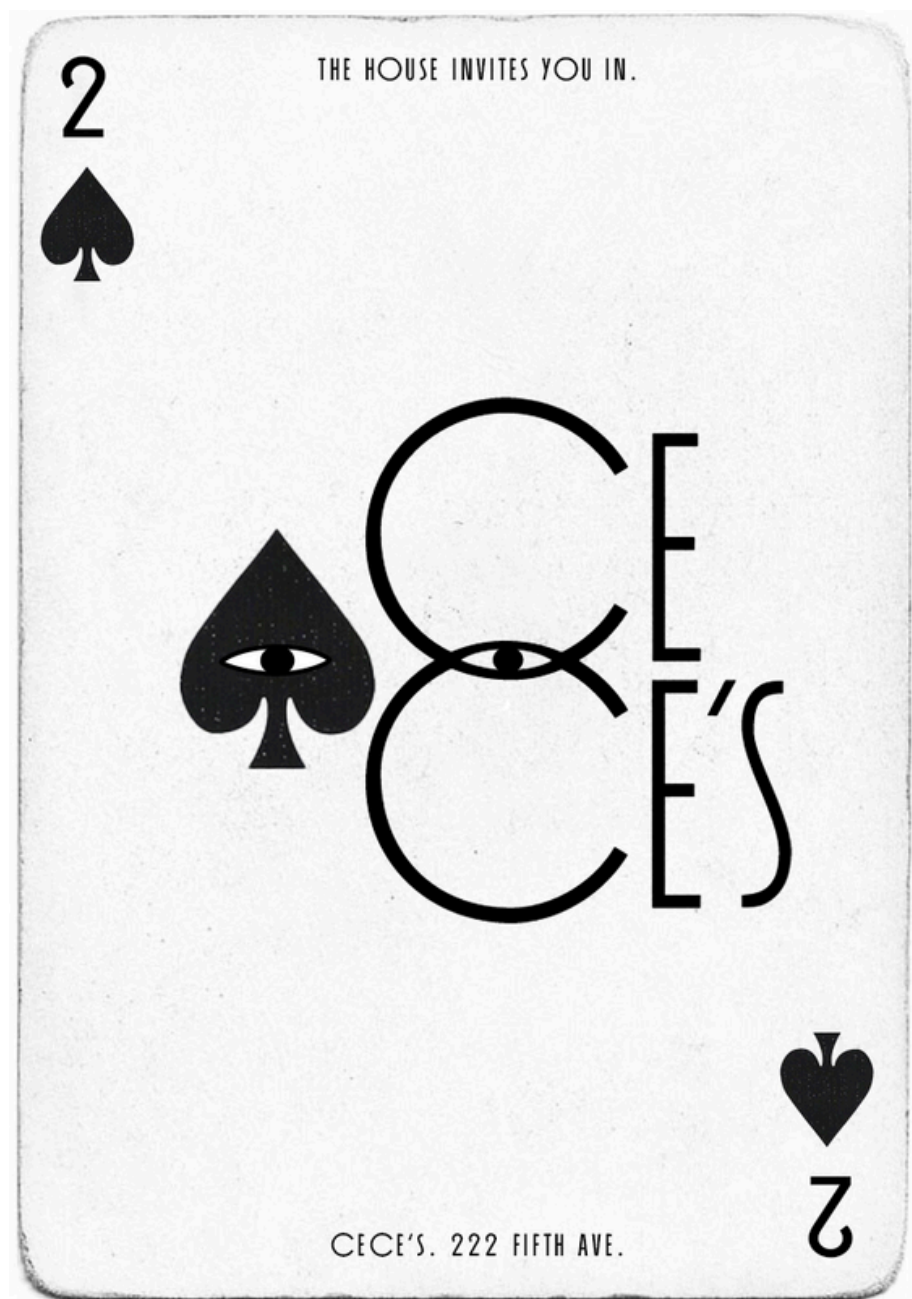
Provides insider access to the private dinner with an exclusive welcome drink, priority seating, early access to the hidden menu, and inclusion on the **Inner Circle guest list** for future CeCe's events.



THE HEART CARD

The Indulgence Card

Offers a personalized luxury experience with a curated hand-delivered gift, access to the **Indulgence Menu of desserts** and nightcaps, and a signature scent turndown ritual.



THE SPADE CARD

The Curator's Card

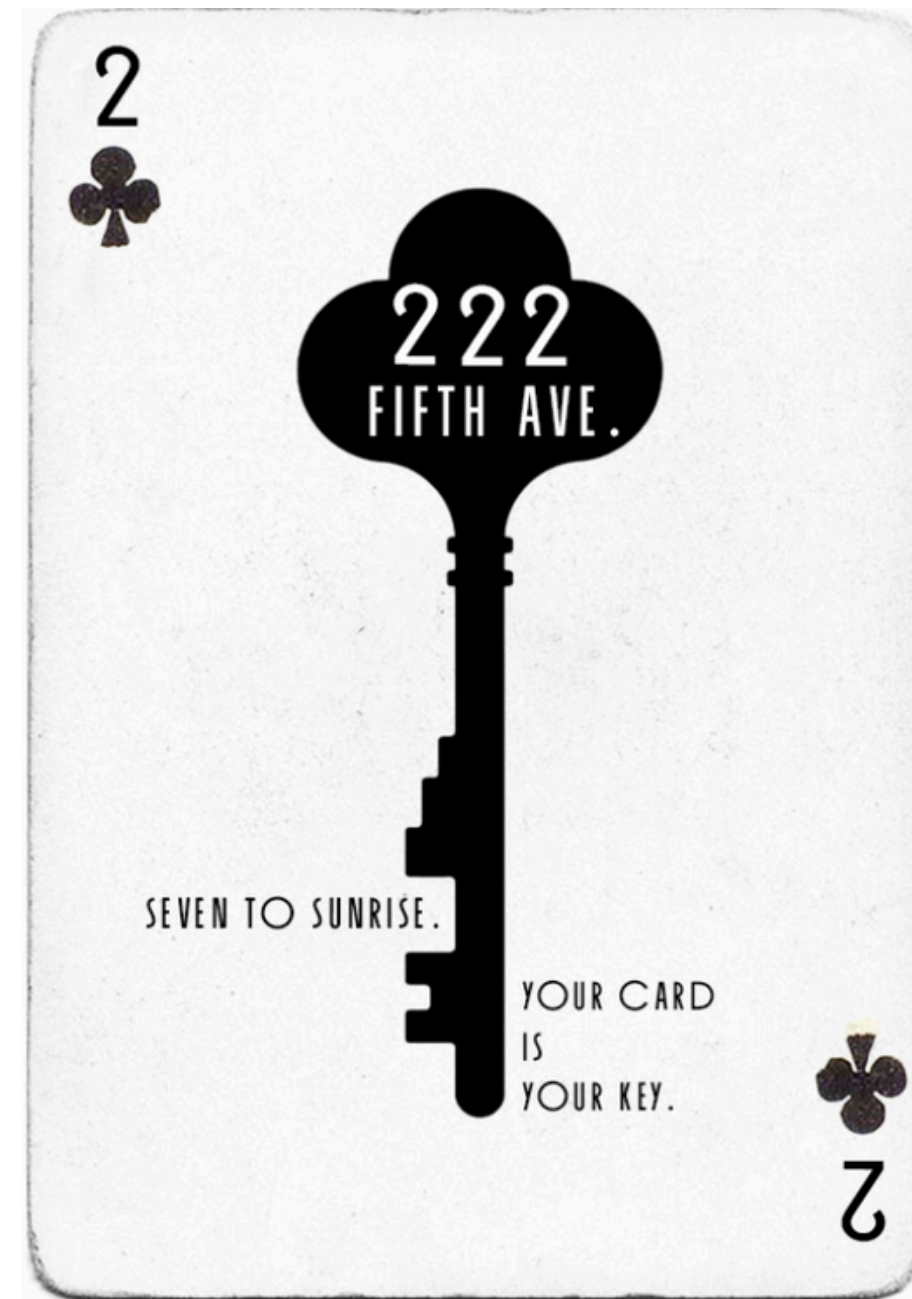
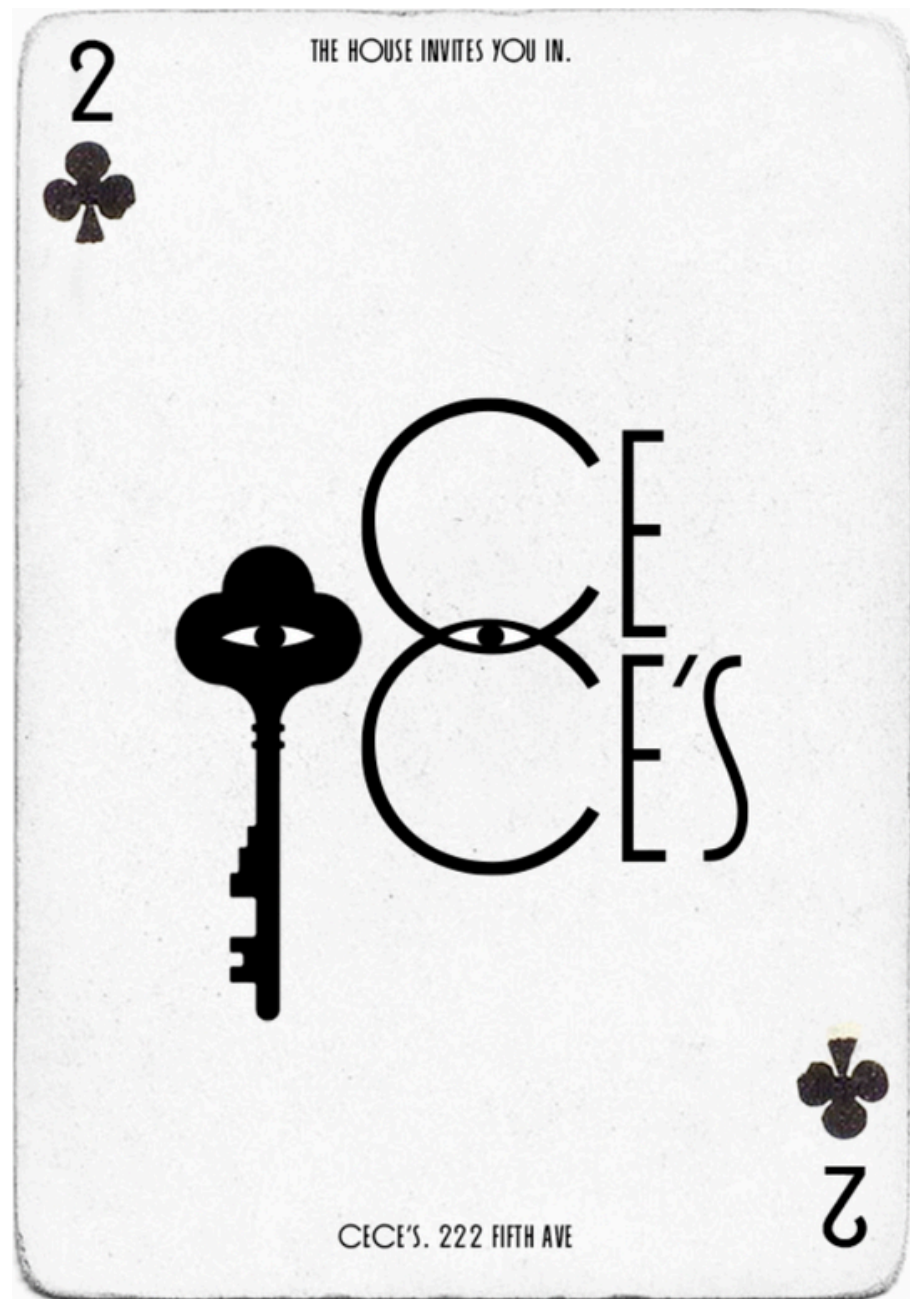
Reserved for culturally attuned guests, granting them a private viewing of the emerging-artist gallery and a **specialty cocktail** inspired by the featured work. Spade holders receive an exclusive art keepsake.



THE DIAMOND CARD

The Luxury Card

Signals premium status with champagne service, priority access to partner restaurants, and upgraded room customization. Diamond holders experience the **highest tier** of classic Upper East Side refinement.



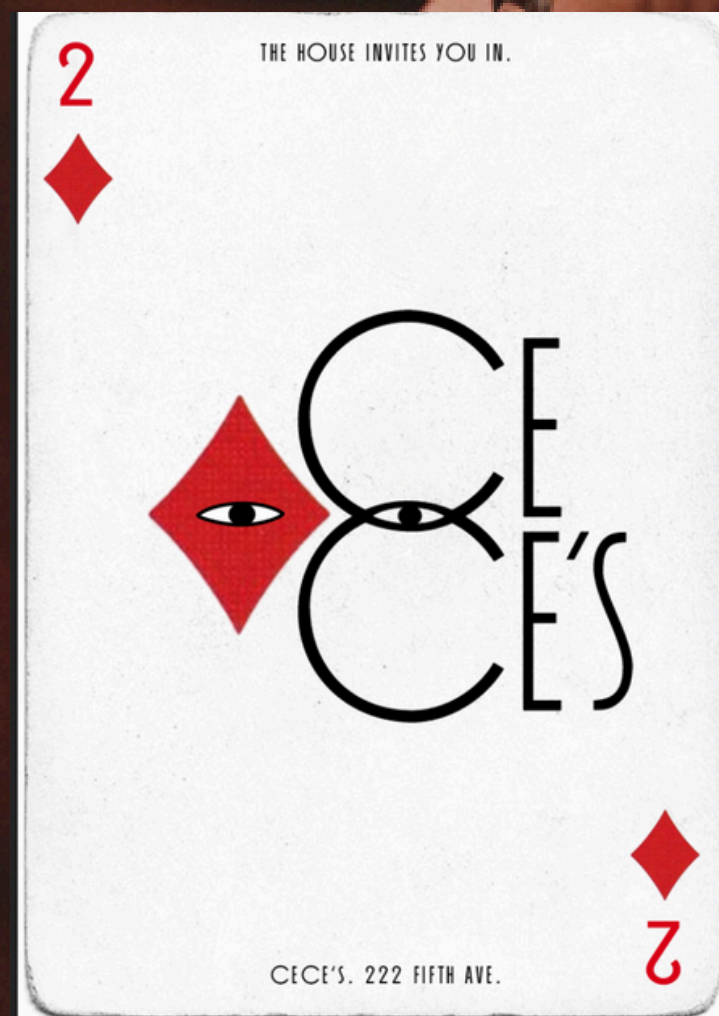
THE KEY CARD

CeCe's Suite Invitation

The rarest and most prestigious invitation, granting private access to **CeCe's Suite** for an intimate, after-hours experience. Key holders receive bespoke service, personalized tastings, and exclusive "Seven to Sunrise" access.



In-Situ Application





CELE'S

Your Card Awaits...

