PRESENTED BY

MODERN DAY *wife*

A SERIES OF EVENTS THAT AMPLIFY WOMEN'S VOICES — CREATING SPACE FOR THEM TO SHARE THEIR STORIES, INSPIRE OTHERS, AND IGNITE CONVERSATION AROUND TODAY'S EVOLVING WORLDS OF FASHION, BEAUTY, WELLNESS, LIFESTYLE AND ENTREPRENEURSHIP.

IN PARTNERSHIP WITH

W HOBOKEN · gurus · CRWD · NEWBEAUTY · THE KNOCKTURNAL · LOCAL G · shoot · MONIQUE BERISHA DESIGNS

SUNDAY • FEBRUARY 15

PRESENTED BY MODERN DAY WIFE

WHAT SHE SAID EXPERIENCE

2:00PM — MAIN EVENT

→ The Great Room + Prefunction

WHAT TO EXPECT

A full day of immersive brand activations, pop-up moments, influencer lounges, and inspiring conversations from our signature Modern Day Wife speaker series — all curated in WHAT SHE SAID style.

- MUSIC BY DJ DEL
- PERFORMANCES BY REBECCA COLLINS
- HIGH END PHOTO SHOOT EXPERIENCE
- ENJOY 1:1 NETWORKING, FIRST LOOK PHOTO OPP OPPORTUNITIES AND MORE!

BRANDS

ENGAGE IN OUR CURATED BRAND EXPERIENCES ALL DAY LONG

(only upon availability)

CRWD
You are invited as a VIP to the CRWD Lounge -- enjoy our Gifting Suite.

LUMARA
Lumara Viso – "Red Light Glow"
Target: Face + Neck
Treat your skin to a revitalizing red light facial using the Lumara Viso device. This advanced LED therapy targets signs of aging, boosts collagen production, and reduces inflammation for a smoother, more radiant complexion.

WENDYLANDIA
Experience TBD

VOLO SPORTS
Sign up for a Pickle Ball Game! Game on, glam on. Try your hand at mini pickleball and show off your skills without ever leaving your look behind.
– OR –
Toss. Slay. Repeat. Sign up for our Cornhole Game.
Depending on your score, you'll receive a swag item and have a chance to win a free membership.

DENTAL ASSOCIATES OF HOBOKEN
See Your Smile, Reimagined Experience a 3D scan and preview your personalized and most confident smile, and get a free gift.

PIPERBLUE COSMETICS
Come get Makeup Touch-Ups from International Make-Up Artists

SALON GATTO
Come to the Salon Gatto Glam Bar -- pick 1 of 3 different Glam Hair Styles including: Beach Wave, Big Full Wave or Loose Curls

URBAN PUPS
Come hang with the dogs featured in the Fashion Show at our Urban Pups doggy station and get a free gift!!

ATTAIN MED SPA
Get a Laser Genesis experience on your hands, neck or decolletage followed by hydrating anti-aging serum.

TRUE ASCEND
Customize and take home your own bag charm or keychain (with 3 charms of your choice) PLUS get a complimentary tote!

EPICLIGHT BEAUTY
Stop by the EpicLight Beauty Glow Bar to explore our makeup collection, find your glow, and take home your favorites in our signature mini Birkin.

ENSO SAUNA STUDIO
Experience TBD

301 COLLECTIVE
Experience TBD

ART OF ARCH & AESTHETICS
Experience TBD

+ MORE!!!

BRAND POP UPS

Rumble Boxing, ChrissyTheCrystalIndigo, Nella Ciarapica, Aspen Prime MedSpa + more!

→ The Great Room

THE WSS x MODERN DAY WIFE ICONIC

PANELS

Listen to dynamic conversations featuring women who have defined their own eras in beauty, fashion, wellness, and business. From industry icons to emerging trailblazers, these panelists will offer invaluable insights on staying empowered, evolving with the times, and defining success on your own terms.

3:30PM — BEAUTY & WELLNESS PANEL

Featuring top experts to share insider tips, trends, and transformative insights on skincare, beauty, and holistic well-being, empowering women to look and feel their best from the inside out.

Moderated by Lara Eurdolian
On-Air Personality

Gail Frayna, PT
Aspen Prime Med Spa

Bill Weidemann
Lumara Founder and President

Patricia Gallardo
EpicLight Beauty Co-Founder

Cindy Yates
CEO of PiperBlue Cosmetics

Christine Gatto
Salon Gatto

Dr. Alex Zusin
Periodontist

4:00PM — CULTURE & LIVING PANEL

An exclusie, first look panel –

Moderated by Derek Warburton
Publisher, Gurus Magazine

Kara Francis
Modern Relationship Expert and Divorce Guru

Kimberly Kim
ACTOR

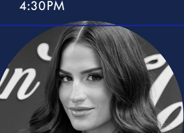
Rose Marie
Founder of RoseMarie Hair

Dr. Bari Posner
Dental Associates of Hoboken

Noel Del Viscio
Art of the Arch & Aesthetics

Claudia Roesing
Real Estate

4:30PM — LIFESTYLE PANEL



Diving into the latest style trends, personal branding, and luxury living, this panel features industry leaders who reveal how to cultivate confidence, elegance, and a modern, aspirational lifestyle.

Moderated by Chelsea Keller
Sponsorships & Partnerships Manager, Modern Day Wife

Isabella Piper
Designer/ Founder Of What Day Is It Apparel

Wendy Quintero
Founder of Wendylandia

Aniza Fajardo
Founder of Aniza Fajardo

Lauren Ben-Meir
Attain Med Spa

Samantha Giordano
Founder of Intuition Kicks

Diypse Duman
Founder, True Ascend | Growth & Brand Strategist

5:00PM — BUSINESS & ENTREPRENEURSHIP PANEL

Featuring a powerhouse discussion where successful founders and executives share their journeys, strategies, and must-know advice on scaling businesses, building brands, and achieving financial success.

Moderated by Rhonda Swan • Founder of Unstoppable Branding Agency and Show Host on CNBC FOX BUSINESS BLOOMBERG TV NEWSMAX & USA Today

Patrick Mitchell
Founder of This is My Moment

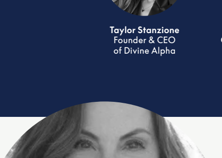
Ashley Holt
CEO Ashley Holt Media Group and Founder of She Means Business Magazine

Erica Hollingdrake Weir
Erica Weir Wellness Founder and CEO

Taylor Stanzione
Founder & CEO of Divine Alpha

Zoe Snow
Owner & Professional Organizer of Sorted by Snow

Holly Swenson
Award-Winning Author & Parenting Expert



5:30PM WELLNESS TUTORIAL

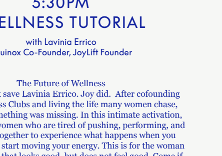
with Lavinia Errico
Equinox Co-Founder, JoyLift Founder

The Future of Wellness
Success did not save Lavinia Errico. Joy did. After cofounding Equinox Fitness Clubs and living the life many women chase, she realized something was missing. In this intimate activation, Lavinia invites women who are tired of pushing, performing, and holding it all together to experience what happens when you stop forcing and start moving your energy. This is for the woman who has the life that looks good, but does not feel good. Come if you are ready for something real.

PRESENTED BY CRWD

RYAN CHEN FOUNDER & CEO OF CRWD

On prioritizing UGC, retail velocity, and real-world participation, creating momentum through authentic adoption rather than optics alone. Whether for fashion, music, or retail, the goal is to get people to actually show up—at stores, events, and launches—because genuine community involvement drives sales, sellouts, and long-term brand trust.



CRWD

6:00PM — INNOVATION PANEL

The Innovation Panel spotlights trailblazing entrepreneurs, lifestyle experts and business leaders who are redefining the future across industries. Expect powerful insights, breakthrough ideas, and actionable strategies to spark your next big move.

Moderated by Lauren Goldenberg
Moderator & Knockturnal Writer

Lisa Easton
Founder, Millionaire Morning Mamas® | Wealth Empowerment Speaker & Mentor

Rebecca Bertoldi
Heart-Centered Marketing Architect

Jorge H. Ruiz
Urban Pups Founder

Nella Ciarapica
Florencia Agency Founder

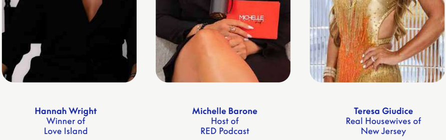
Lindsey Alm
HEAD OF MARKETING & PARTNERSHIPS W New York – Times Square | W Hoboken

Oxana Mitsyuk
Prestige Properties

6:30PM — CELEBRITY PANEL

Featuring renowned figures sharing their experiences, career highs and lows, and personal wisdom, giving attendees an exclusive look into the world of fame, success, and empowerment.

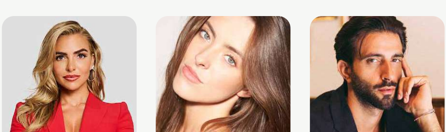
Moderated by Meagan Elieff & Meghan Fialkoff
Founders of Modern Day Wife



Hannah Wright
Winner of Love Island

Michelle Barone
Host of RED Podcast

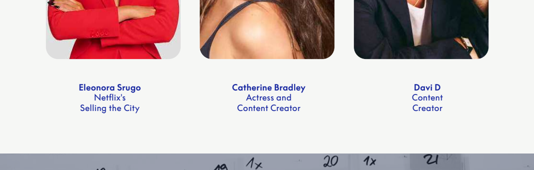
Teresa Giudice
Real Housewives of New Jersey



Eleonora Srugo
Netflix's Selling the City

Catherine Bradley
Actress and Content Creator

Davi D
Content Creator



7:00PM

WELCOME TO THE EXCLUSIVE MODERN DAY WIFE

FASHION EXPERIENCE

→ The Great Room

THE EXCLUSIVE MODERN DAY WIFE FASHION SHOW

FEATURING

URBAN PUPS	LAS TRAVEL LOUNGEWEAR
INTUITION KICKS	WHAT DAY IS IT
WENDYLANDIA	DOVIART FASHION

Hair & Makeup are Provided by Salon Gatto &PiperBlue Cosmetics

8:00PM SWAG BAGS

SEE YOU NEXT TIME!