

PANGAIA X VENUS ET FLEUR

Benefitting the Bee the Change Fund

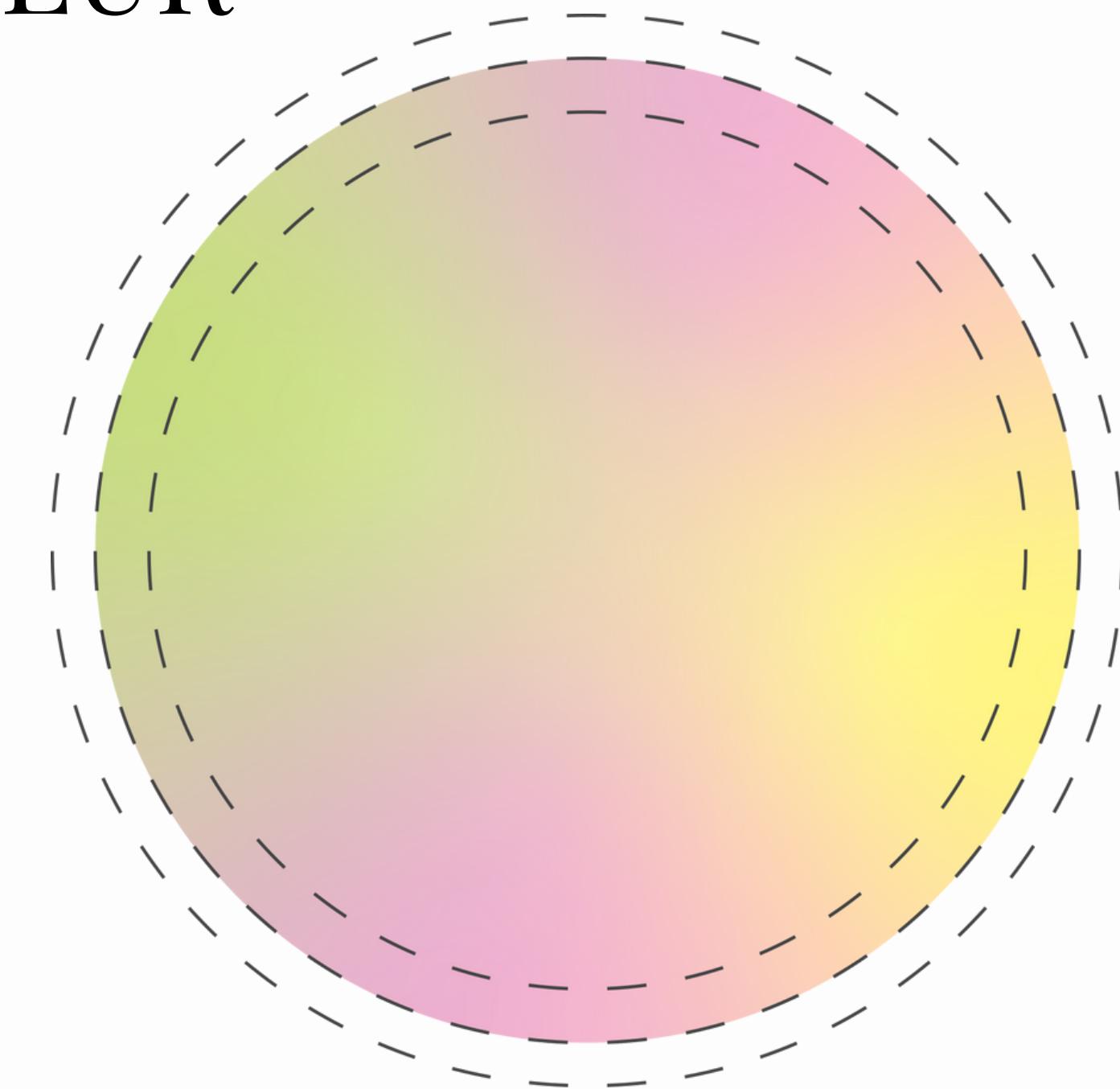


PANGAIA

VENUS ^{ET} FLEUR®



Presented by Kendall Hymes & Aviya
Garg

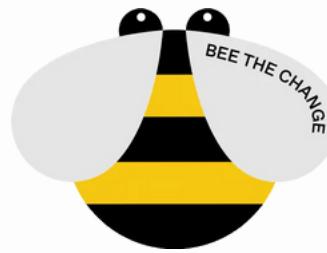


The Partnership PANGAIA X Venus Et Fleur

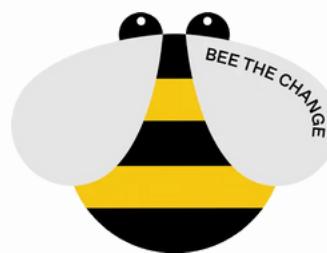
This Spring 2022, PANGAIA and Venus Et Fleur have come together to put on a month-long exhibition and pop-up shop during the month of May to benefit the PANGAIA's Bee the Change Fund, which works to protect bee species from extinction around the globe.



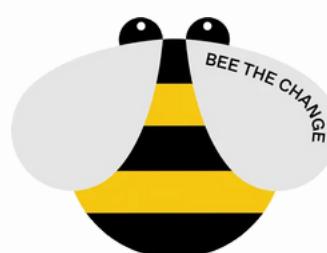
The Facts



It has been predicted that 40-70% of bee species could go extinct if action is not taken.



Human survival depends on bees, as 75% of food crops rely directly or indirectly on bee pollination.



A decline in bee diversity driven by either increasing rarity or irreversible extinction will affect the pollination of wild plants and crops and have broader ecological and economic consequences.

The Event

 Bryant Park, New York City

 May 1 through May 31 2023

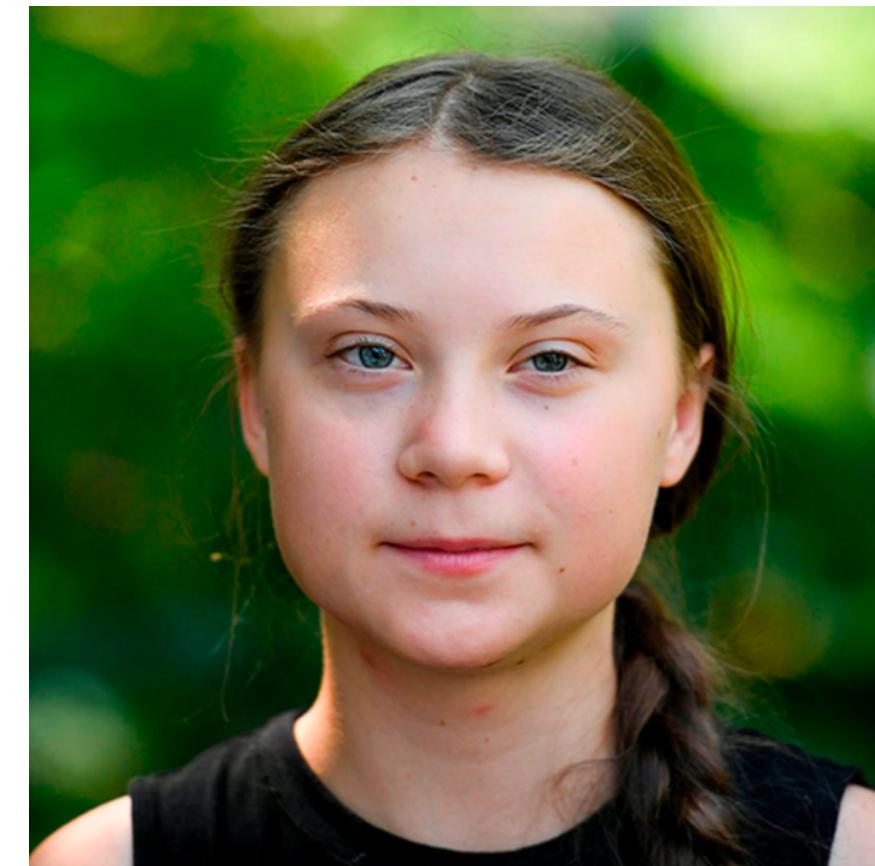
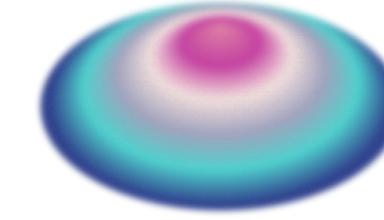
 The event is a garden exhibit and pop-up shop which will feature limited edition Venus Et Fleur and PANGAIA collaborative pieces.

Special Guests



Leonardo DiCaprio

Actor and Environmentalist

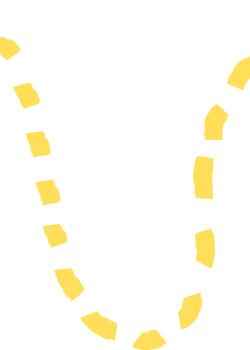


Greta Thunberg

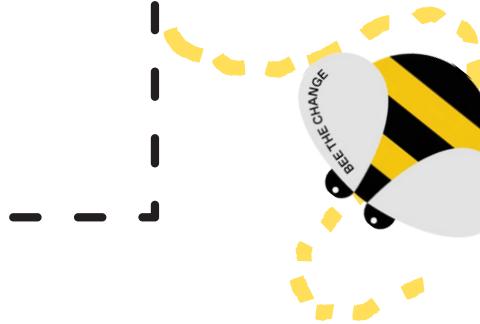
Environmentalist

Our Promotion

PR boxes will be sent out to celebrities and environmental activists with our hoodie, our rose box, and at home pollination kit created by a local farm enclosed.



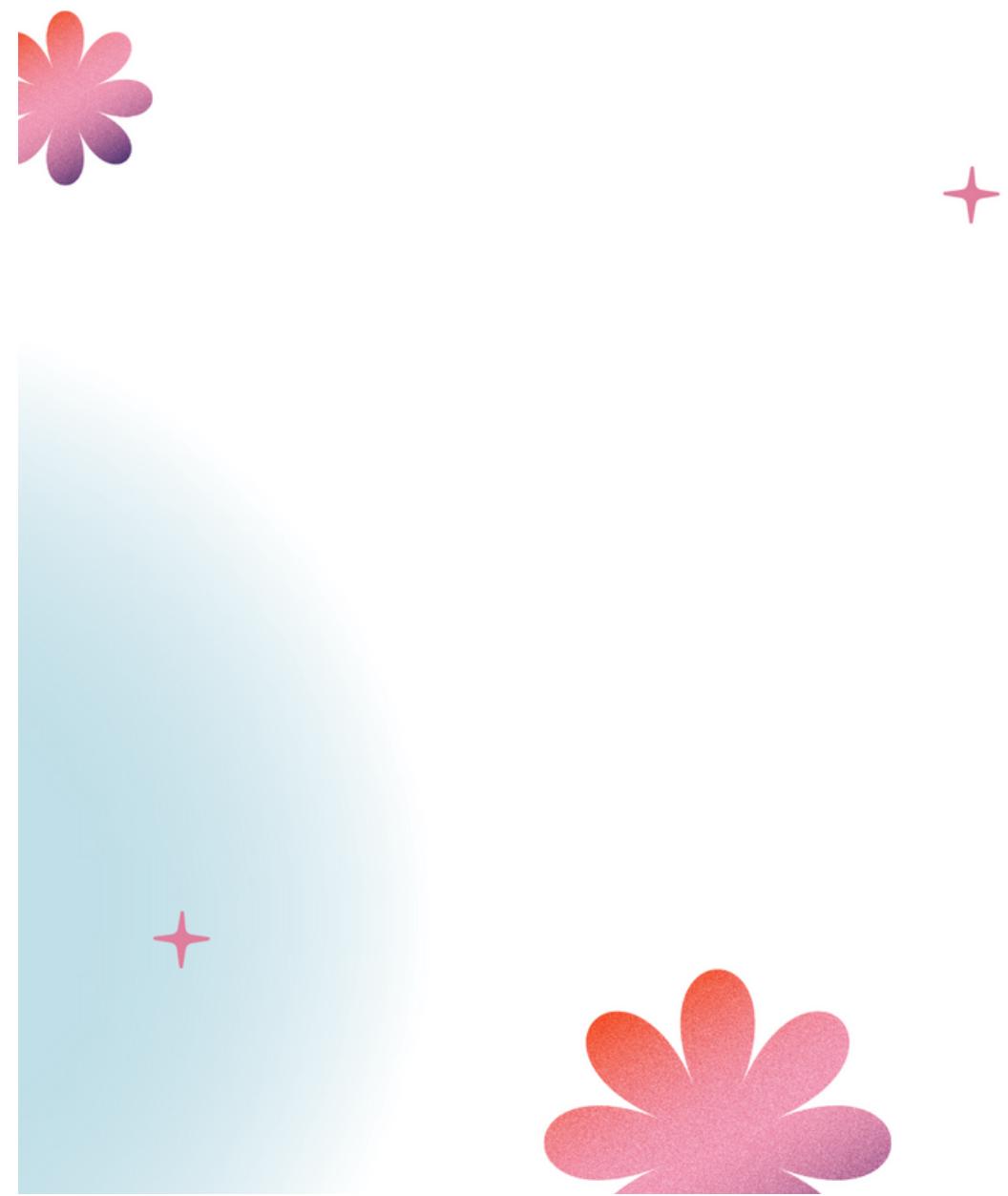
Snapchat and Instagram story filters will be created for the public to use during the month of the event!



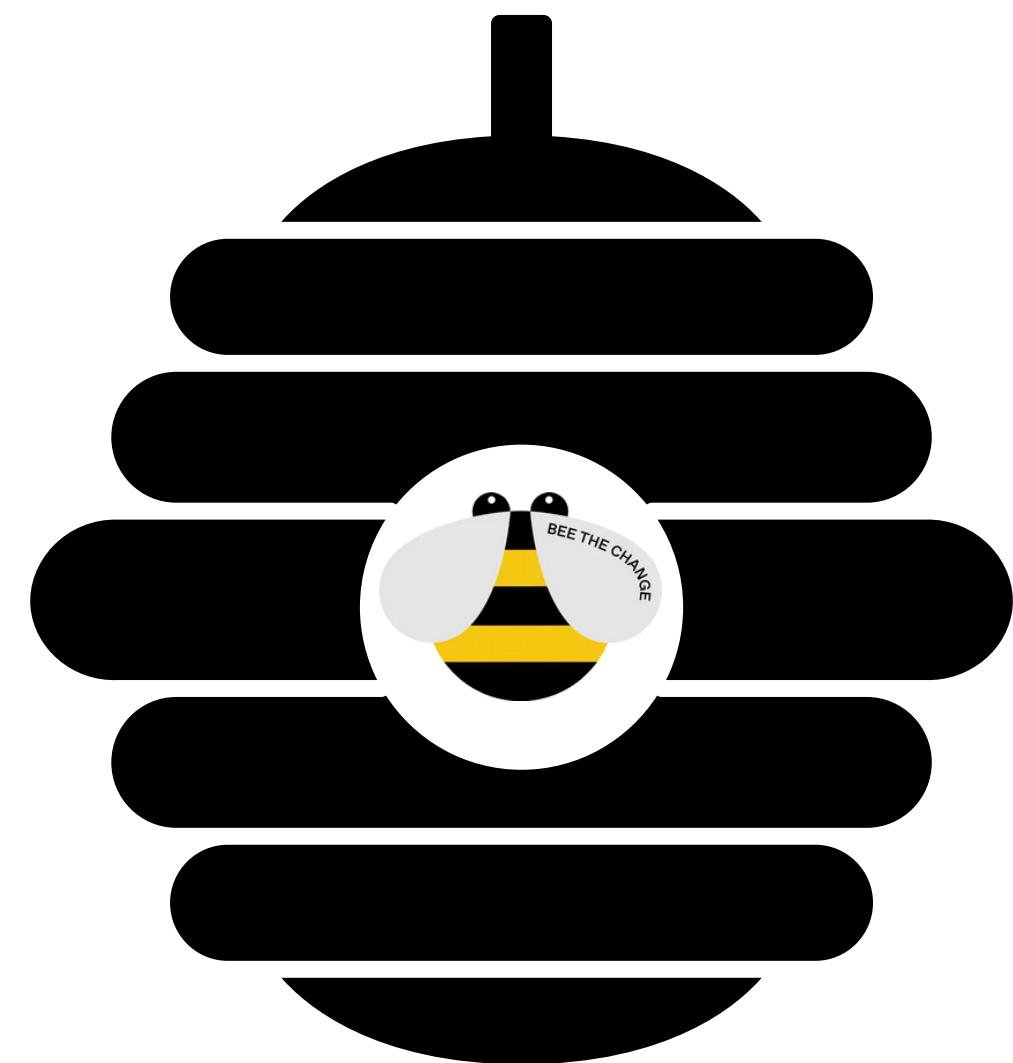
The event & promotional packaging will be showcased on our Instagram, Twitter, and Snapchat that have been curated for this collab [@bloomnyc](#), as well as on the [@pangaia](#) and [@venusetfleur](#) social accounts.

Our Promotion

Snapchat geofilter will be available at Bryant Park and the eight surrounding blocks to promote the event.



The Buzz



Sustainable Brands- Elileen Chen



POPSUGAR- Anvita Reddy

Forbes Forbes- Jeff Kart

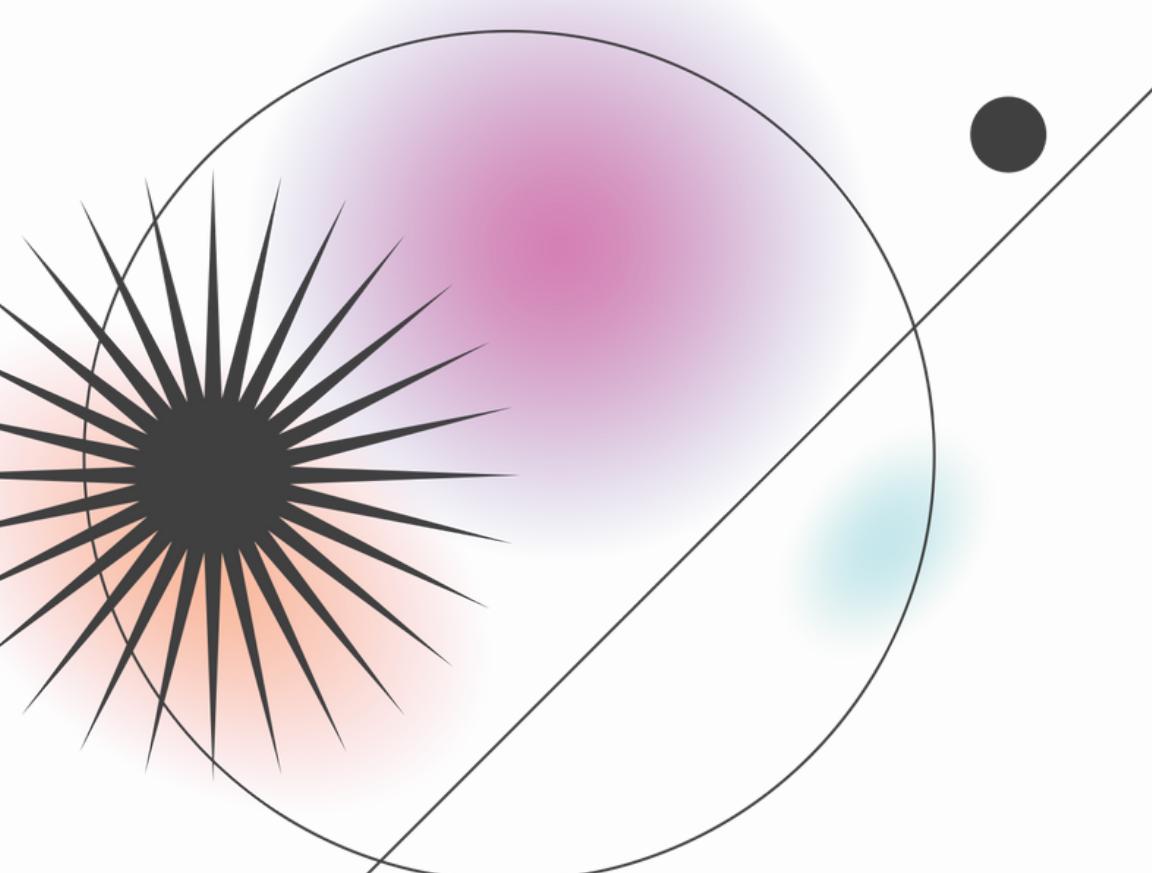
FAST COMPANY Fast Company- Yasmin Gagne



Bustle- Brittany Leitner

Product

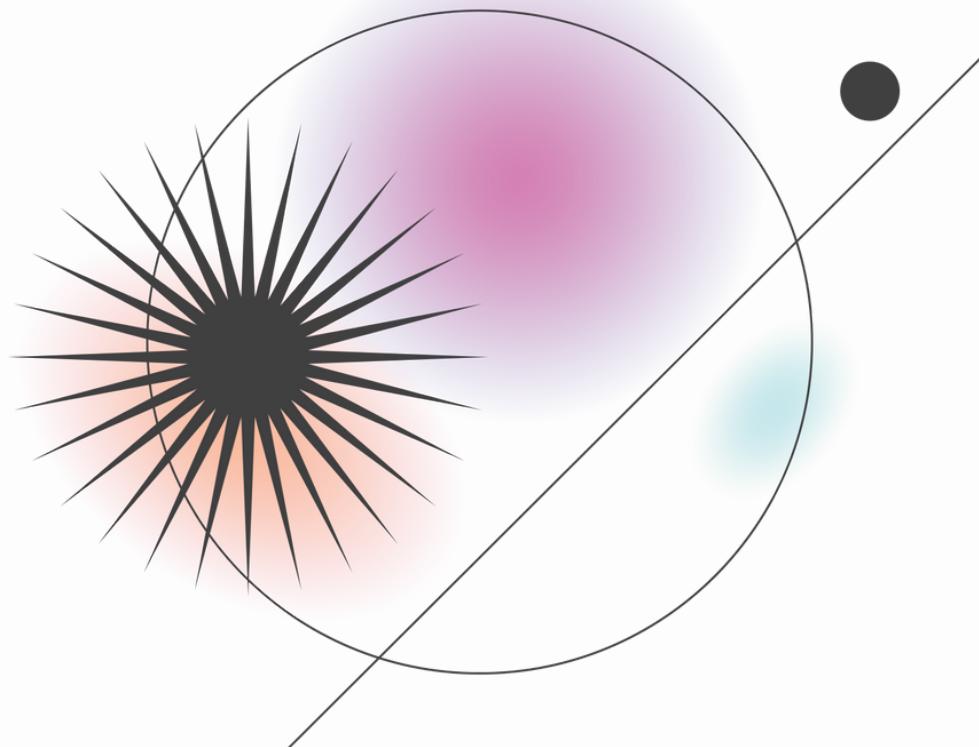
The PANAGIA Bloom
Hoodie



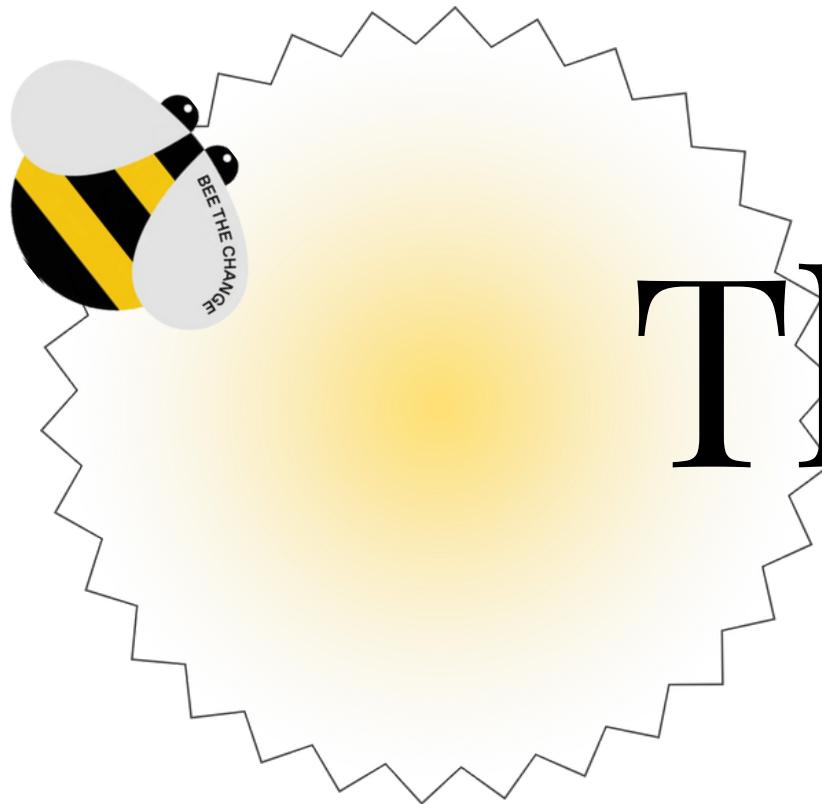
The PANAGIA Bloom Hoodie in the color Sand, selling for \$180.00

Product

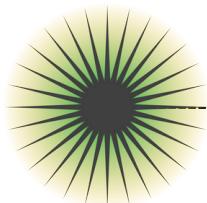
The Venus Et Fleur Rainbow Round



The Venus et Fleur Rainbow round, selling for \$200.00

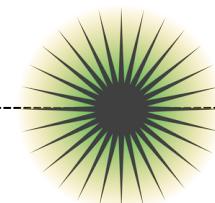


The Timeline



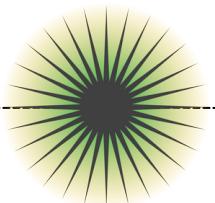
May 1, 2023

Grand opening of Bryant Park
exhibit



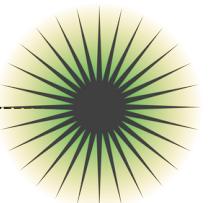
May 7, 2023

Leonardo DiCaprio



May 21, 2023

Greta Thunberg



May 31, 2023

Closing of Bryant Park
exhibit