

S O C I A L  
S U P P L Y

HELLO 你好

S O C I A L  
S U P P L Y

## WE CREATE EXPERIENCES.

Our services include creative experience design, development, planning, production and culture marketing—influencing modern sophisticated consumers and guests through lifestyle.

We tailor **bespoke experiences** based on your identity + your stories.

We curate our local communities with our self-driven **social experiences** that bring people together over food, drinks, film, music and art in the form of intimate gatherings through to large-scale festivals.

**WE ARE** a progressive, international team. What began as a strong passion to entertain soon grew into a focus in telling stories and creating memories with creative and social experiences. A small but tight operation, our core team functions as a central power engine that drives projects with trusted partners.



**Olivia Mok**

Founding Partner  
creative + strategy



**Meizhi Ng**

Senior Project Manager  
concept + execution



**Michelle Wan**

Relationship Manager  
communications + marketing



**Leila Zhang**

Project Manager  
execution



**Mary-Kate**

Production Assistant  
execution



**Camden Hauge**

Founding Partner  
creative + F&B expertise



**Amanda Kwan**

Managing Director  
administration + technology



**Via Wang**

Marketing Assistant  
communications + marketing



**Chen Kun Rong**

Production Assistant  
execution

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## OUR EXPERIENCES

### **BOUTIQUE**

We focus on quality over quantity—providing a tailored, quick-to-respond, hands-on working experience for our clients.

### **COMMUNITY**

Connecting people and fostering relationships is at the core of the company.

### **OFFLINE**

We believe there will always be a need for offline

S O C I A L  
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## OUR EXPERIENCES

### **BESPOKE FOR YOU**

Tailored events designed by us and commissioned by you. We tell your stories through carefully curated experiences that leave memorable impressions.

### **SOCIAL BY US**

Curated community experiences and occasions. Creating opportunities for human interaction and new connections.











WHAT WE DO

**FOR YOU, BY US**  
TAILORED EXPERIENCES



# BESPOKE

BAMBOO FOREST

HOLIDAY MAGIC

ROOFTOP OASIS

HIDDEN BAR

THE BOTTLE PROJECT

CHERISH PARK

LULULEMON

SHANGHAIWOW! BEST 50 & POP 100 AWARDS

SUPERGOOP!

NIKE

FUTURE FOOD STUDIO

JUST EGG JIANBING GUIDE

JUST EGG CARAVAN



# BESPOKE

MIRACLE IN 1515

BICESTER VILLAGE

NET-A-PORTER

PERRIER-JOUËT

MEDIACOM

AMAN RESORTS

WEWORK

BALMAIN

REVOLVE

PIERRE MARCOLINI

FERNET-BRANCA

COHOST



# BAMBOO FOREST @ PLAZA 66

A POP UP KITCHEN + BAR

Plaza 66, at the heart of Shanghai's busiest district, has become one of the most successful commercial spaces in the world post-Covid. To celebrate their 20th anniversary, Plaza 66 commissioned us to create a concept that animates their F&B program and celebrates their core value to be more sustainable. Over the summer of 2021, we brought to life a hidden oasis at Plaza 66's L6 rooftop podium built with one of nature's most sustainable materials—bamboo—and brought in the city's best F&B vendors for a pop up kitchen and bar.

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# HOLIDAY MAGIC @ PLAZA 66

A CHRISTMAS EXPERIENCE

To celebrate Christmas, we installed “Santa’s Living Room” in the Central Atrium of Plaza 66 Jing An for 40 days where customers can participate in a lucky draw for a chance to win gifts. The installation was photogenic and engaging. On Christmas weekend, we also had Santa Claus appear at his “Living Room” to take photos with guests.







# ROOFTOP OASIS @ PLAZA 66

A SUSTAINABILITY THEMED MARKETPLACE

To align with Plaza 66 and the Heng Long group's values for sustainability, we produced a marketplace on the beautiful rooftop podium on L6 and invited lifestyle, design and F&B vendors who have "sustainability" as a value in their businesses. The market itself was decorated with sustainable materials. To animate the event, we also provided games that were fit for both adults and kids.

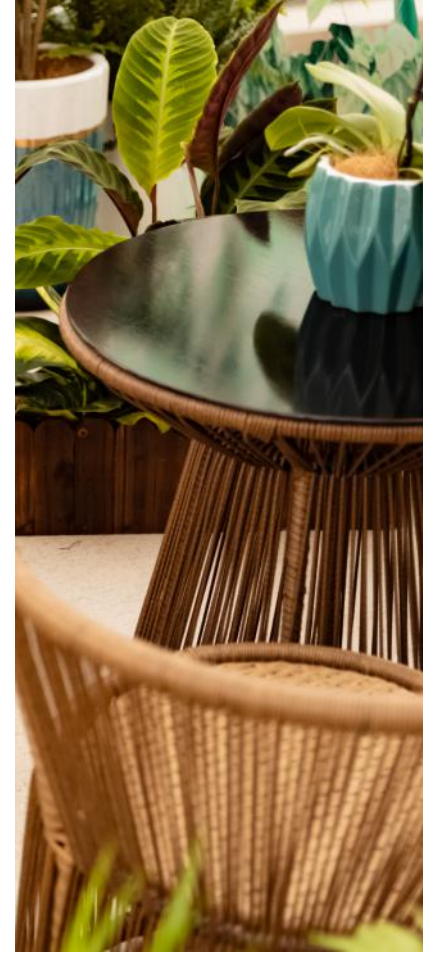




# HIDDEN BAR @ PLAZA 66

A POP UP BAR

Plaza 66 commissioned us to activate an empty corridor space on their 5th floor. Taking advantage of the large floor to ceiling windows, we created a lush oasis in this otherwise empty corridor and installed a Hidden Bar. Over three weeks, we invited bartenders and drink brands to offer special drinks with a changing menu for guests.

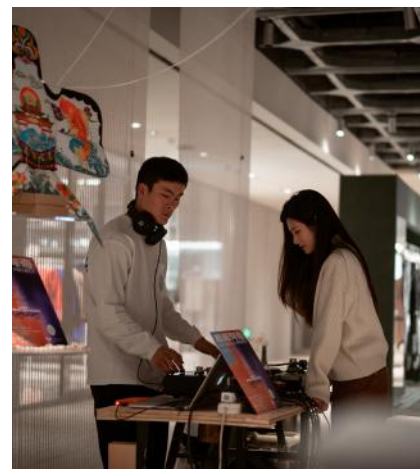




# THE BOTTLE PROJECT LAUNCH @ XINTIANDI

WINE EVENTS

The Bottle Project is XINTIANDI's new initiative that promotes Chinese wine culture. It is a platform that creates content and drives awareness for Chinese winemakers. For their launch, we planned multiple wine events over two months including a Chinese Wine Tour, Chinese Wine Dinner, Wine + Vinyl music party, Wine Cocktail Cinema, CRUSH Wine Festival and more.





# CHERISH PARK @ TAIKOO LI QIANTAN

CHRISTMAS MARKET

To celebrate Christmas, Taikoo Li Qiantan commissioned us to produce three weekends of a weekend marketplace. With a focus on engagements, we invited vendors to participate by offering unique activities and workshops at their booths. We also produced photogenic installations and games to animate the event.







# LULULEMON

## @ JING AN KERRY CENTER

OPENING PARTY

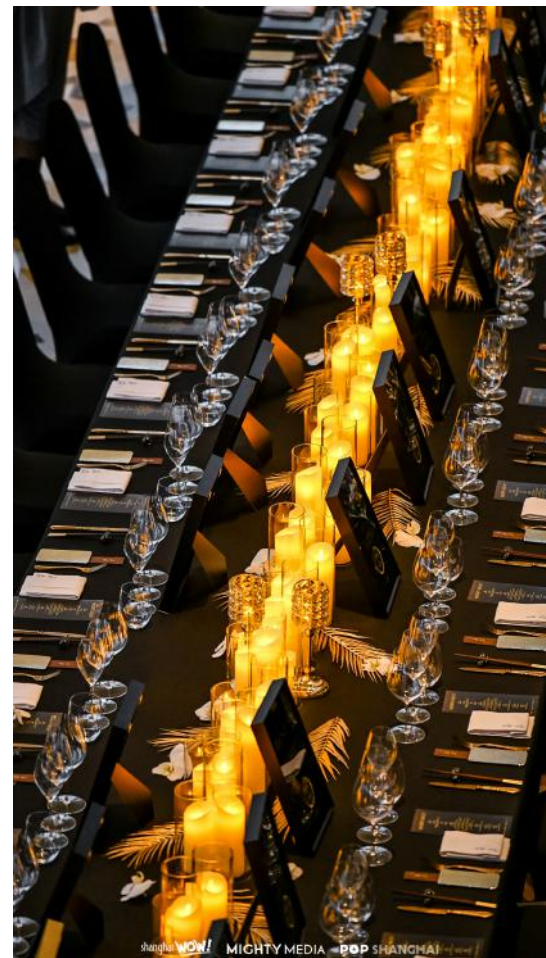
We celebrated lululemon's opening of its largest store in Asia in Jing An Kerry Center in 2023 with a program of activities and F&B including a DJ, photo booth, and custom mocktails for a night to remember.





**SHANGHAIWOW ! 2022**  
**BEST 50 + POP 100 AWARDS**  
**@YONGFU**  
AWARDS CEREMONY

We helped produce the epic annual Shanghaiwow! BEST 50 and POP 100 Awards Ceremony for 2022 at the hottest North Bund venue, Yongfu, against a backdrop of the gorgeous view of Shanghai. As the event partner, we project managed the whole event from design to construction, staffing and programming.





# SUPERGOOP!

## @ EGG

ACTIVATION

To kick off the summer and highlight the Supergoop! star sunscreen products, we helped Supergoop! produce a brunch event at all-day breakfast cafe, Egg, on Xiangyang Lu open to an exclusive list of local beauty influencers only.





**NIKE**  
**@ LA MAISON**  
COMMUNITY EVENT

To celebrate International Yoga Day, we worked with Nike to produce a Mindful Eating workshop with chef and nutritionist, Lorraine Lee, as well as a Matcha Healing Chanting Workshop with La Matcha and healer, Apple, from Breathworks.







# FUTURE FOOD STUDIO BY EAT JUST

A PLANT-BASED CULINARY STUDIO

Food technology company, Eat Just, commissioned us to conceptualize and execute an experience to create buzz around their plant-based egg product, the JUST Egg. We decided to create a culinary studio pop-up in the center of Shanghai offering free classes for guests to learn plant-based cooking with the product.

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# JUST EGG JIANBING GUIDE

A 100% PLANT-BASED JIANBING GUIDE

Eat Just wanted to make their 100% plant-based JUST Egg product accessible to everyone, so we decided to make the JUST Egg available with one of China's favorite egg breakfast/snack food: the jianbing. We partnered with local street jianbing vendors to offer 100% plant-based jianbing on their menus and created a digital map guide to guide jianbing fans to their nearest JUST Egg jianbing.

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# JUST EGG CARAVAN

A FUTURE FORWARD FOOD TRUCK

Food technology company, Eat Just not only wanted many different people to try their JUST Egg product, but they also wanted to showcase the versatility of the JUST Egg and the creative ways it can be adapted into local everyday breakfasts and snacks. We built an attractive mobile JUST Egg Caravan and used it all over town in various locations to offer creative jianbing (with a menu that changes monthly) and unique pop-up events.





# MIRACLE IN 1515

POP UP CHRISTMAS BAR  
IN COLLABORATION WITH  
JING AN KERRY CENTER + SHANGRI-LA HOTEL

We produced an over-the-top Christmas bar for Jing An Kerry Center + Shangri-La Hotel in the Raw Bar of the hotel's 1515 West Bar + Grill.



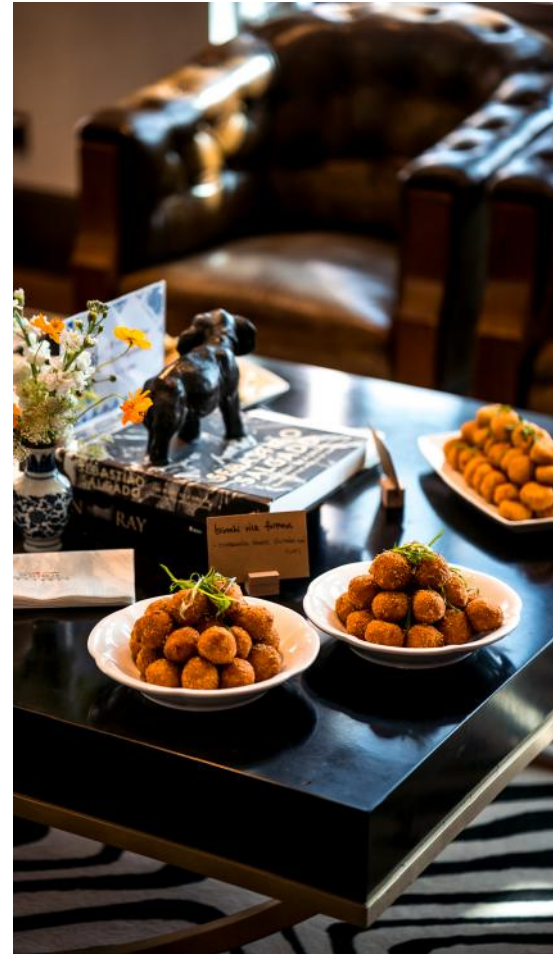
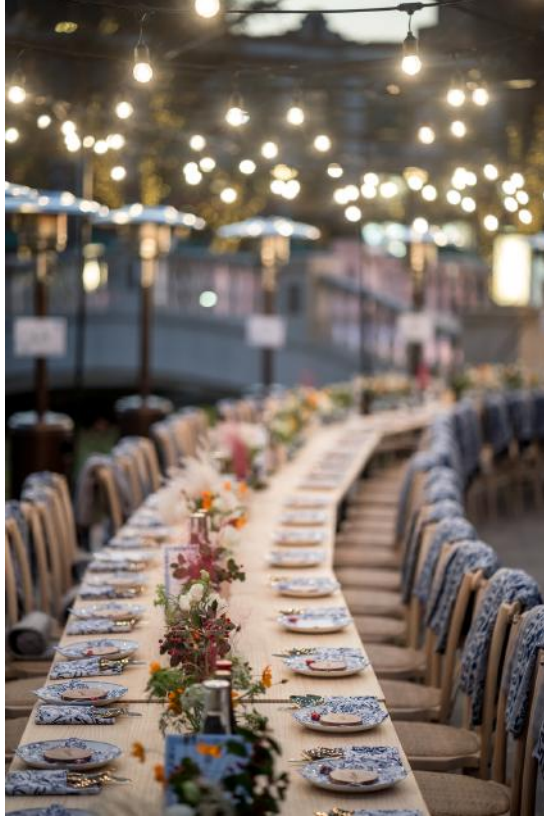




# BICESTER VILLAGE

ANNUAL OFFSITE MEETING  
FOR GLOBAL EXECUTIVE TEAM

We produced three days of dining + meeting experiences for 160x visiting guests from the global Bicester Village management team in its Suzhou + Shanghai Villages. Guests included the brand's founder Scott D. Malkin, and the global Chief Executive Officer, Chris Cabot. 90% of guests have never visited China before.





# NET-A-PORTER

VIP DINNER + SOCIAL MEDIA ACTIVATION

NET-A-PORTER introduced luxury fashion brand ZIMMERMANN to China for the first time by hosting an intimate, social media driven, influencer + media dinner that hit 22 million views from content captured from the event.





# PERRIER-JOUËT

A CHAMPAGNE + ART CELEBRATION

Perrier-Jouët hosted its opening party to celebrate the Perrier-Jouët x ART24 Hours at the West Bund Penthouse! After experiencing the contemporary art, design, and culture of Shanghai, guests enjoyed Perrier-Jouët Champagne with beats by DJ Raimu!

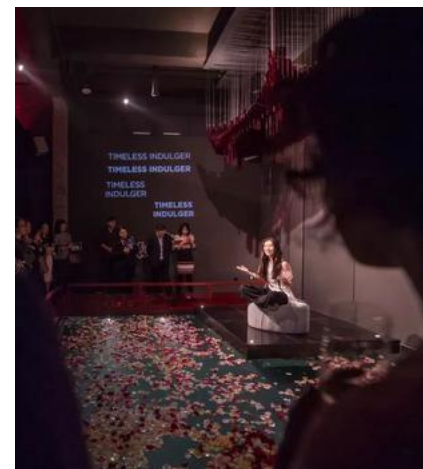
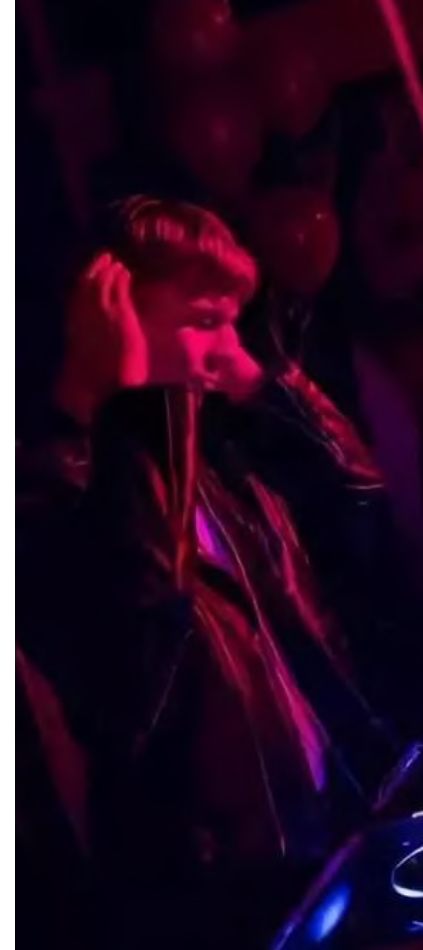




# MEDIACOM

AN IMMERSIVE LUXURY EXPERIENCE

MediaCom China developed a typology of China's luxury consumers to help brands better connect with an increasingly sophisticated audience. To launch this typology, we partnered with MediaCom to produce an exclusive, fully immersive fun + engaging luxury event to showcase the research findings.







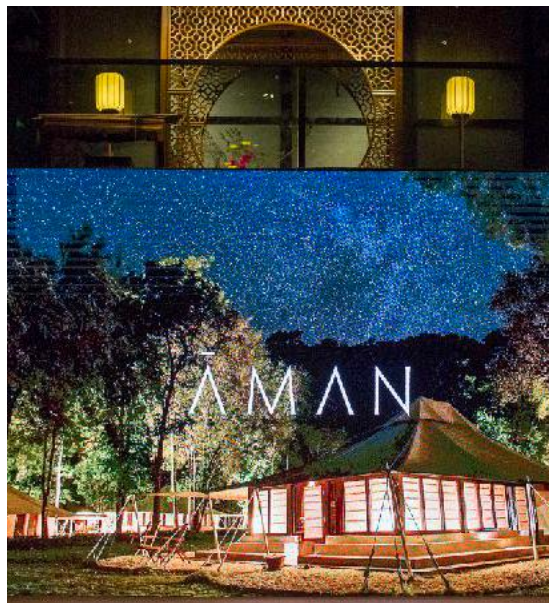
# AMAN YANGYUN

COCKTAIL LAUNCH PARTY

Aman Resorts announced the opening of Aman Yangyun with a 150 person cocktail party in the heart of Xintiandi hosted by Aman Resorts owner Vladislav Doronin and Aman Yangyun owner Ma Dadong.

This marked SOCIAL SUPPLY's debut event.

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# WEWORK

CELEBRATORY INVESTORS DINNER

To celebrate Softbank's 4.4 billion dollar investment in WeWork, we produced an exclusive dinner at WeWork Shanghai's beautiful flagship space on Weihai Lu.

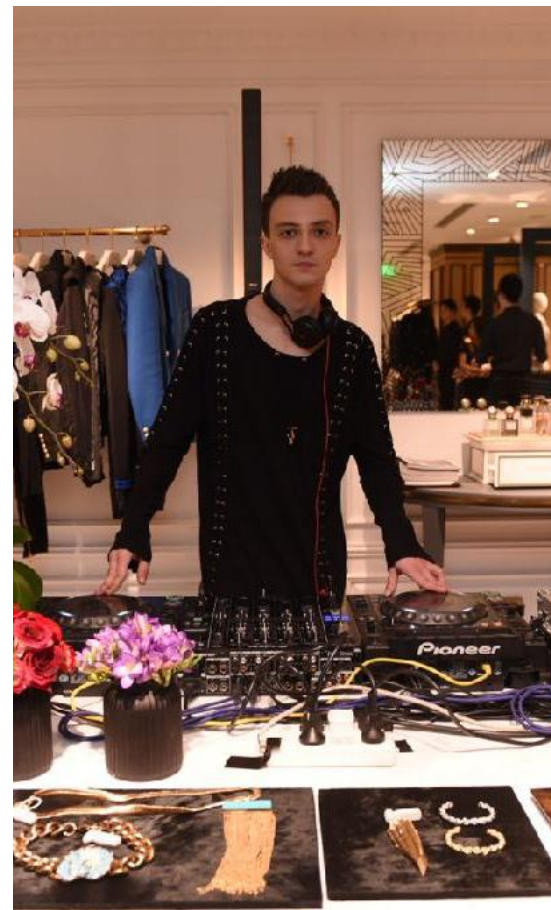




# BALMAIN

IN-STORE COCKTAIL PARTY

BALMAIN celebrated its new Fall 2017 collection with an in-store event at Plaza 66 alongside 100 fashion KOLs with delicious canapés by Coquille + DJ Victor Aime from Le Baron Shanghai.





# REVOLVE

MARKET VISIT + ACTIVATION + PARTY

Billion dollar fashion company REVOLVE commissioned us to produce its first activation event in China with a two day showroom, KOL dinner and after party hosted by Founder Michael Mente + Chief Branding Officer Raissa Gerona. Influencers were invited from all over China, Southeast Asia as well as Australia to attend.







# PIERRE MARCOLINI

INTIMATE VIP DINNER

To celebrate the launch of PIERRE MARCOLINI's first store in Shanghai, Pierre Marcolini himself hosted an intimate dinner in the K11 office gallery.





# FERNET-BRANCA

CREATIVE DINING EXPERIENCE

Ahead of the Thanksgiving holiday, we were "Cooking with Fernet-Branca". Chef Pol Garcia + Bartender Johan Holmberg, wowed guests with the cuisine + concoctions featuring Fernet-Branca. The night started with cocktail + tapas pairings inspired by some of the 27 botanicals that make up the Fernet-Branca spirit.





# COHOST

OPENING PARTY

As winners of "The Most Highly Anticipated Co-Living Apartment of the Year" by That's Shanghai 2018 Hospitality Awards, we were stoked to partner with the team behind Cohost to 'co-host' their grand opening party for all their family and friends in the community.



**WHAT WE DO**

**FOR ALL, BY US**

CURATED, COMMUNITY-DRIVEN EXPERIENCES



## BY US

food + cocktail festivals, private dinner clubs,  
live performances, health + wellness activities,  
immersive experiences

FEAST + FEASTCON

CRUSH

FEEL GOOD FEST

SHANGHAI SUPPERCLUB

COCKTAIL CINEMA

CHĪ CHĪ HĒ HĒ PARTY

SIP

SS SOCIALS

SS ANNIVERSARIES





# FEAST + FEASTCON

FOOD FESTIVAL + CONFERENCE

FEAST is Shanghai's biggest homegrown food festival. We have been bringing top chefs + Shanghai's food-loving community together in one place since 2016. Our food festival distinguishes itself by highlighting the chefs themselves instead of a brand. To complement the F+B extravaganza, we also host FEASTCON, a conference about food amongst industry leaders.







# CRUSH

WINE FESTIVAL

CRUSH is an annual wine festival specializing in creative and interesting wines that is presented in different experiential formats throughout a week long time. The program includes fun and informative immersive experience for both wine lovers and industry.

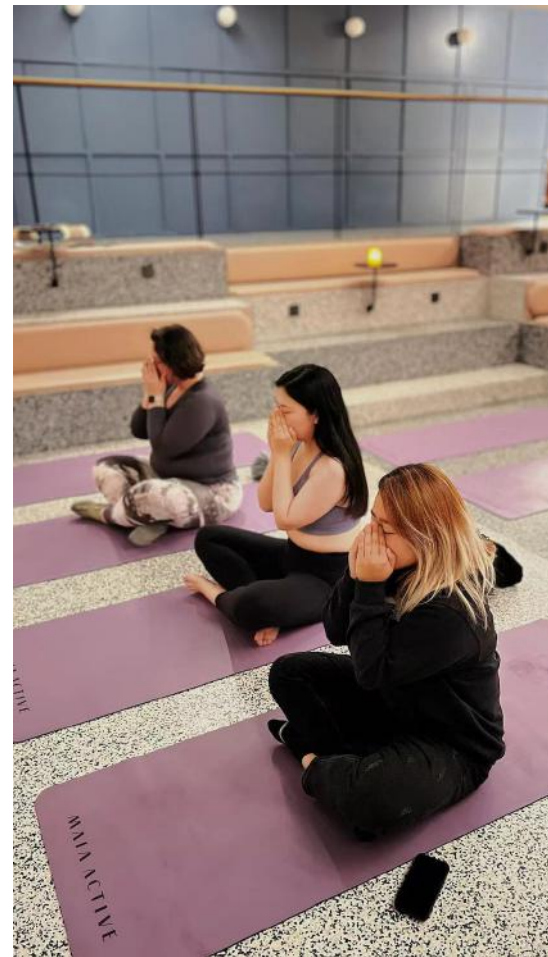
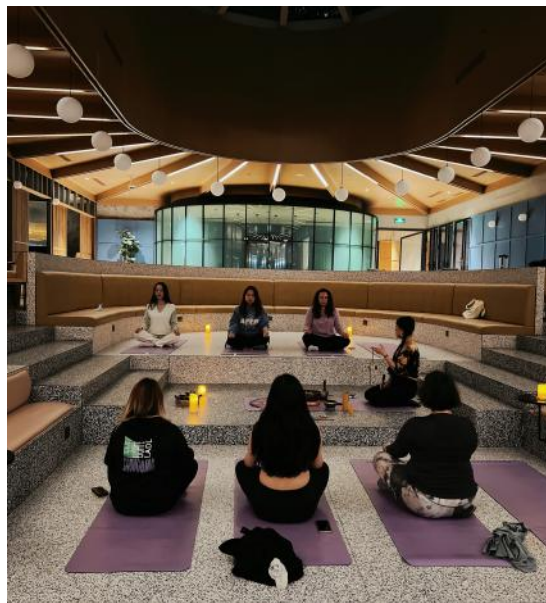
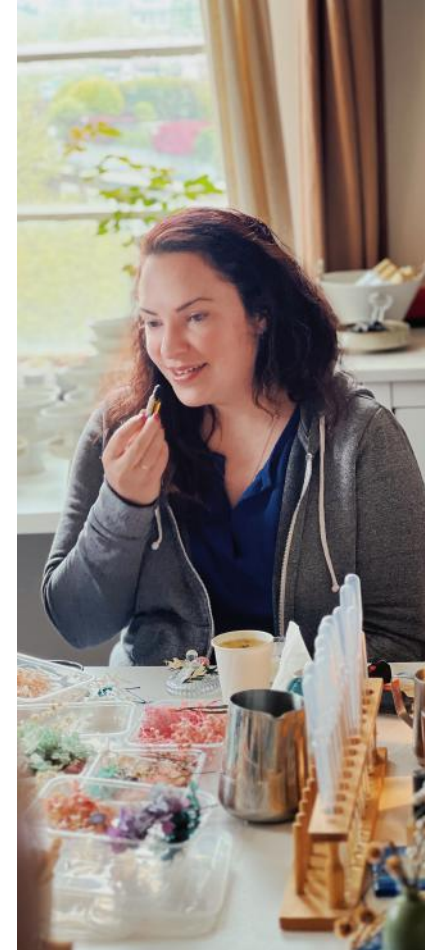




# FEEL GOOD FEST

HEALTH + WELLNESS FESTIVAL

FEEL GOOD FEST is a month long celebration of health and wellness with online and offline experiences, activities, classes and workshops hosted by various partners all around town.





# SHANGHAI SUPPERCLUB

PRIVATE DINNER CLUB

Shanghai Supperclub hosts private dinner parties that bring an always new and interesting mix of people together around one table, combining chef collaborations with changing locations for one-off events.









# THE ALTER. SUPPERCLUB @ ALTER. MUSIC FESTIVAL

FOOD EXPERIENCE

SOCIAL SUPPLY teamed up with popular local music collective, ALTER., to provide a one-of-a-kind food experience at their first ever music festival. We transformed a warehouse space in the festival premises into a Chinese street-food stall (大排档) and invited Michelin restaurant trained local street yaki chef Fifi to cook a BBQ menu with unique seasonal local ingredients paired with Chinese wines selected by Francois, founder of popular wine bar, SOiF.





# COCKTAIL CINEMA

IMMERSIVE COCKTAIL + FILM EXPERIENCE

Cocktail Cinema is a monthly event, held at different spaces across Shanghai. Each event features the screening of a classic film. One of the city's most prolific bartenders will create unique drinks reflecting the film, using the finest of spirits and ingredients.

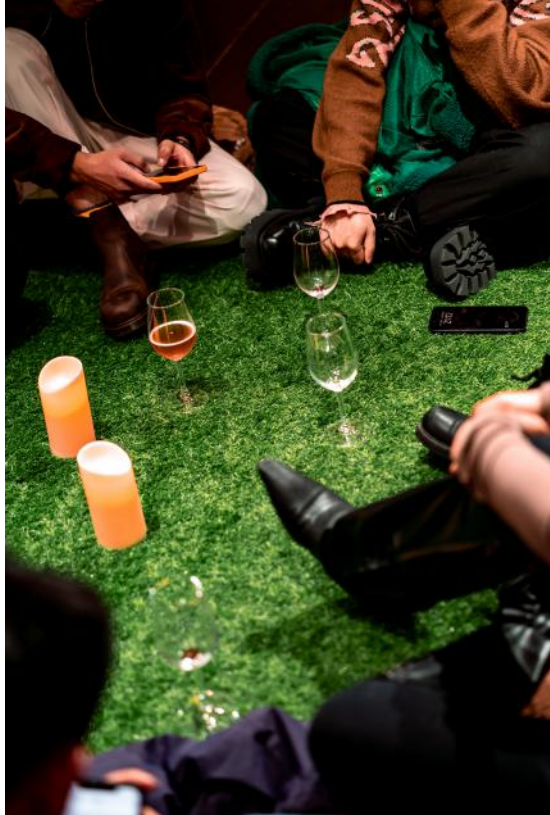




# CHĪ CHĪ HĒ HĒ PARTY

EATING AND DRINKING PARTY

The chī chī hē hē party in 2022 was our first ever eating and drinking party at a museum! We teamed up with local chefs, bartenders and wine connoisseurs and designed a super fun experience throughout Rockbund Museum filled with bites and sips along the way.







# SIP

COCKTAIL FESTIVAL

SIP is a cocktail festival featuring the city's top tier bartenders. Over two days, SIP offers a fun and informative experience for the public with opportunities to meet the great bartenders changing the local bar scene. SIP established itself as a platform for the bar industry to share spirit experiences with each other and the public.





# SS SOCIALS

CITY TOURS

Since 2022, we have been hosting smaller, intimate city tours focused on food and drink. Each tour with a different theme each time, the purpose is to create more interesting dining experiences for our guests to meet new people, see more places, try new things, and just do something different in a city that offers so much.





# SS ANNIVERSARIES

OUR OWN ANNUAL IMMERSIVE EXPERIENCES  
TO CELEBRATE THE END OF THE YEAR

Each year at around November, we work with a venue partner to conceptualize and produce an immersive F+B experience that animates our dinner and ends in a social gathering at a long table. In the past, we have transported guests to a surrealist House of Dali, Shanghai Badlands in the 1930s-40s, and a party in paradise at the Yuz Museum.



# PAST CLIENTS

ĀMAN

The Business of Fashion  
**BOF**

 恒隆广场  
PLAZA

XINTIANDI  
上海新天地  
SHANGHAI

JING AN  
KERRY  
CENTRE  
静安嘉里中心

  
BICESTER  
VILLAGE

JU  
ST

CHAMPAGNE  
PERRIER-JOUËT

NET-A-PORTER



Blackstone

wework

627 淮海  
HUAIHAI

THE  
HOUSE  
COLLECTIVE

SARMENT

Grand Marnier®

Wieden  
Kennedy+

Whittard  
CHELSEA 1886

yêti



  
THE MIDDLE HOUSE  
SHANGHAI  
饗堂

  
DIPLOMÁTICO  
— RUM —

MEDIACOM

adidas®

 SUMMERGATE  
Fine Wines & Spirits 美夏



THREE ON THE BUND  
新 | 海 | 三 | 号

JAMESON®  


ReuterPR

力拓 RioTinto

Disney

TOMATITO  
SEXY TAPAS BAR

  
CAPELLA  
SHANGHAI, JIAN YE LI

REVOLVE

DIAGEO

VEDETT\*

  
Queenstown  
NEW ZEALAND

# PAST SPONSORS + PARTNERS





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**WORK WITH US**

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# FEAST 2020

厨师  
CHEFS

- |            |                              |
|------------|------------------------------|
| Abel Matos | Jonathan He                  |
| Andrew Moo | Luming Zhan + Max Yin        |
| Dante Hsu  | Michael J.                   |
| Jamie Pea  | Sexy Pepe                    |
| Jet Lo     | Victor Wang + Blake Thornley |

调酒师  
BARTEND

- |                        |
|------------------------|
| Harry Zhang + Lito Lai |
| Six Liu + Sean Xia     |
| Sven Liu + Lio Yao     |
| Phoebe 韩玲 + Zoe 王琴     |

其他  
OTHERS

- |              |
|--------------|
| CUUNION      |
| Highlite     |
| Brewlosophy  |
| Blacksheep E |

德国葡萄酒 Wines of Germany

PLAYWONDER

ZWIESEL

KALLIGA QUEEN

Pusher EARTH



**WORK WITH US**

**CREATE YOUR OWN  
OFFLINE EXPERIENCE**



# DO YOU NEED TO...?

- Activate a space
- Bring attention to a product
- Trigger a cultural trend
- Engage old and new consumers
- Increase foot traffic
- Build a community
- Create social buzz
- Celebrate

**LET US HELP YOU!**



## NEW CLIENT PROJECT INTAKE PROCESS

1. Contact us with your intentions
2. Fill out a Client Intake Brief form
3. In-person meeting
4. Top-line proposal + timeline
5. Kick off project after confirmation

**WORK WITH US**

**SPONSOR OUR EVENTS**



# SPONSORSHIPS

We are actively looking for partners to enhance our social calendar this year!

Build brand exposure by attaching your name to an existing social event we have on the calendar.

Each partnership is tailored to your needs. Just let us know how we can help you meet your goals!



**THANK YOU**  
**谢谢**



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