

Just Desi Jewelry / Verswire / Lippman Entertainment / DMAND Entertainment GRAMMY KICK-OFF PARTY!



Beverly Hills, California Feb 6, 2023 ([Issuewire.com](https://www.issuewire.com)) - Beverly Hills' "Diamond Darling" [JUSTDESI](https://www.justdesi.com) and LaFleur PR co-hosted a sparkling night under the stars for some of music's legends and bands on the rise! Celebrities spotted on the red carpet included members of the **Red Hot Chili Peppers**, **Russell Taylor**, **Maurice Bernard**, **Taylor Hanson**, **Stassie**, **Nuno Bettencourt**, **Lisa Foxx**, **Scott Lipps**, **Leroy Sanchez**, **Dasha** and **Blink 182's Mark Hoppus**, to name just a few.

Partnering with the industry's first VC for Artists, Sherry Saeedi CEO of Verswire, and artist management companies Lippman Entertainment and Founder Dan Dymtrow of DMand Entertainment, the event was MC'd by Verswire President Nick Lippman and the roster of performers are some of the hottest young artists with over 800 million combined streams to date. Beauty School Dropout, who were joined by jxdn and Royal & The Serpent, headlined the star-studded affair.

JustDesi's rooftop garden retreat was transformed into a live music experience as guests mingled with singers, songwriters, and producers as they noshed and sipped on premium tequila from Elevate, Titos Vodka, delicious INURA, and cocktails from BelTini, a brand of premium "ready-to-drink" cocktails, and ate tasty tacos, chips, and salsa from Tacos Casillas! Passersby on the street below were looking skyward to see what was going on in the unassuming Beverly Hills night sky above.

The talent roster included some of the best and buzzing bands on the treble clef today! The night kicked

off with singer/songwriter **Matluck**, followed by **Anthony Ortiz**, **Coey Redd**, **Niki Demar**, **Hudson Thomas**, and pretty boy punk rockers **Beauty School Dropout**, who shook the entire building (quite literally) as they pumped out some of their latest jams, as the shoulder-to-shoulder rock crowd gathered on the boutique's discreet rooftop, indoor/outdoor patio! And Film Fatale Media and Placed 4 Success (P4STV) got it all on tape! Digital tape that is!

Between acts, guests took advantage of the opportunity to peruse and purchase eye-catching, “jaw-dropping” rocks from JustDesi’s first-floor boutique! Actors, executives, music producers, and band members chatted with Desi and tried on pieces from her latest collections!

In addition, the event held an auction with the proceeds benefiting multi-Grammy award-winning international superstar Rob Thomas’ Sidewalk Angels Foundation.

The overflow of people continuously maxed out capacity to watch the variety of performers and rock out to the hottest and most talked about the new pre-Grammy party this year.



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