

KCMCONNECT Kicks Off Festival Season with KCM's "The Headliners"

Celebrating Beauty & Wellness to Feel Fun, Fresh, & Fierce



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KCMCONNECT, the trailblazing full-service digital marketing agency, opened festival gifting season in resplendent style with its highly anticipated **The Headliners** event, a creatively curated celebration of beauty, wellness, and fashion that brought together brands, influencers, and editors under a sunny Santa Monica sky.

Hosted at a breezy and bright modern architectural gem, **KCM's The Headliners** showroom encapsulated spring in Southern California, as well as the vibrant spirit of the upcoming Coachella and Stagecoach festivals in the desert. The immersive experience served as a one-stop pop-up playground for creators to discover and connect with the season's must-have products. Some notable guests included **Lea Cayan** (*The Bachelor*), **Nicole Young** (*Selling Sunset*), **Vanessa Villela** (*Selling Sunset*), **Davina Potratz** (*Selling Sunset*), **Kayla Cardona** (*Selling the OC*), **Charli Burnett** (*Vanderpump Rules*), **Aria Walton** (*Zombie Town*), and others. From reality TV stars to leading voices in the online skincare community, attendees left the event equipped with their new favorite festival essentials. Through makeovers at the glam stations, photo ops, wellness tastings, and exclusive gifting, **The Headliners** seamlessly blended fun with function to spotlight emerging and established brands alike.

Featured Brands Included:

- **AKT** – Multi-use deodorant balm with simple, yet effective, ingredients loved by Pilates princesses to celebrity makeup artists.
- **LUCID** – Sleek, sustainable luxury rides on display and available to experience.
- **Ardell** – Festival-ready lash looks from the pros in falsies.
- **ARMRA** – Cutting-edge colostrum for immune health.
- **Beginning Boutique** – On-trend, eye-catching fashion finds from the Aussie favorite.
- **Perfect Aminos** – Electrolyte fuel for festival stamina.
- **Approved by Ana** – A curated beauty corner featuring cult-favorite skincare and cosmetics brands like *Magic Molecule*, *Nena*, *Kinship*, *Lash Therapy Australia*, *Sonela*, *Kint*, and *Skincare Junkie* that embody Ana's philosophy of "pretty with a purpose."
- **Cellunic** – Wellness meets science with functional formulations.
- **CERAGEM** – A global leader in holistic healthcare and home wellness, whose innovative solutions combine advanced technology with wellness practices—designed to bring spa-like relaxation, therapy, and restoration into everyday life.
- **Cocojune** – Organic coconut yogurt with probiotic power.
- **Good JUJU** – A crowd favorite activation with a fully stocked drink bar experience powered by Good JUJU, serving functional wellness beverages with intention and flavor.
- **Harmony Matcha** – Smooth, antioxidant-rich 100% Japanese matcha packets, perfect for a refreshing, sustained energy boost during long spring days.

- **Harmony Proteins** – Beauty-boosting collagen snacks and drinks.
 - **Hollywood Fashion Secrets** – Style hacks to keep every outfit flawless.
 - **Joy Flower Pot** – NYC & LA based floral company with a style that uplifts your favorite stems through principles of art and provides a unique experience in texture and form.
- **Kali – Feminine care reimaged, featuring organic, eco-conscious products.**
 - **LesserEvil** – Festival snack goals, guilt-free and easily portable.
 - **Modern Dose** – Clean, innovative wellness essentials.
 - **Painted Leopard** – Single-origin coffee from El Salvador, featuring a naturally sweet and smooth taste with balanced acidity which created a delicious latte when paired with Seeds of Wellness chia milk.
 - **Salon Perfect** – Eye-catching nails and lashes made easy.
 - **Seeds of Wellness** – Sips of creamy, plant-based chia milk that crafted a delicate latte when paired with Painted Leopard Coffee.
 - **Slick – Professional-grade waxing and hair removal tools and on-site waxing to facilitate effective, effortless grooming just in time for festival season.**
 - **TASCHEN books** – Eye-catching coffee table books that brought an elevated, artsy touch to the event’s lounge and gifting zones.
 - **Vivrelle** – The ultimate luxury moment with handbags and jewelry from numerous high-end brands available to rent.

“The Headliners gifting suite is more than just a gathering—it’s an immersive, luxury experience designed to unite brands, influencers, and talent with purpose,” said Kristina McInnis, Founder of KCMCONNECT. “We spend months thoughtfully curating every detail—from securing one-of-a-kind locations to designing take-home bags that feel like a true gift, not just a giveaway. With standout partners across fashion, beauty, home, food, and even automotive—like Lucid Motors offering test drives of the brand-new Lucid Air—our suites bring together top creators, media, and tastemakers in an environment where meaningful connections and lasting impact are made.”

Reflecting McInnis’s keen eye on what’s next in beauty, fashion, and wellness, **The Headliners** set the tone for a memorable season of enjoying music, fashion, friends, and taking care of oneself, as well as reinforced KCMCONNECT as a cultural connector and a brand-building powerhouse.

Photography Credit:

Ashley Canario

About KCMCONNECT

KCMCONNECT is a full-service PR and digital marketing agency specializing in brand activations, influencer marketing, strategic communications, social media management, and content creation. Founded by Kristina McInnis, the agency is known for its thoughtful, forward-thinking approach—bridging the gap between online engagement and high-impact in-person experiences. With a focus on intentional storytelling, meaningful partnerships, and tailored strategies, KCMCONNECT helps brands build lasting connections that drive real results. From beauty to lifestyle to tech and beyond, their diverse portfolio reflects a commitment to creativity, innovation, and brand excellence.

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