

rhode/OUAI

O V E R V I E W

Following the launch of OUAI's new *St. Barts Hair and Body Mist*, OUAI x rhode will be launching a limited edition collection of rhode's peptide lip treatments in OUAI's best-selling scents including the latest, St. Barts.

To celebrate the launch, OUAI and rhode will be sending eight influencers on an exclusive brand trip to Napa Valley, where founders Jen Atkin and Hailey Bieber will introduce the long awaited collab from two of the biggest beauty moguls in the industry.



THE COLLECTION

OUAI

X



ST BARTS

OUAI

X



DEAN STREET



X

OUAI

RUE ST HONORÉ



X

OUAI

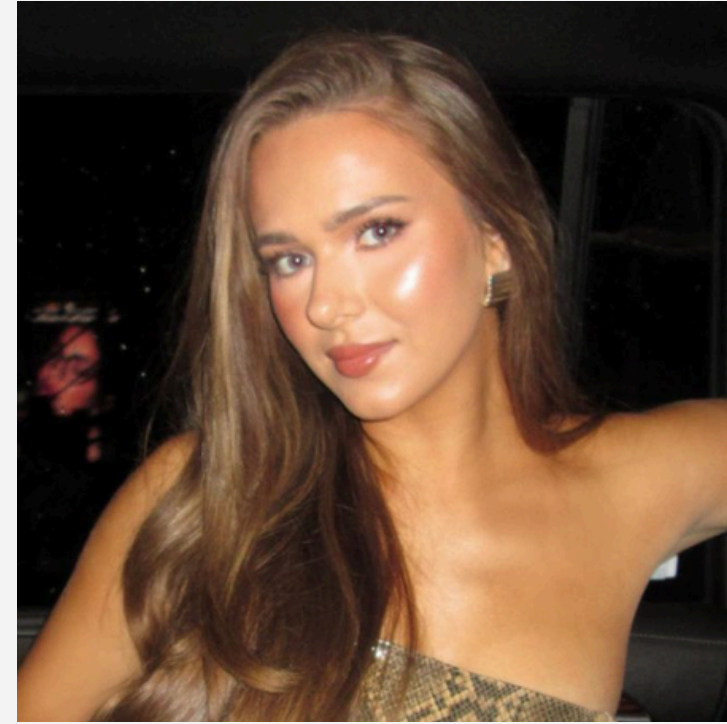
MELROSE PLACE



I N F L U E N C E R S



Emma Leger
[@emmaleger](#)



Sophie Suchan
[@sophiesuchan](#)



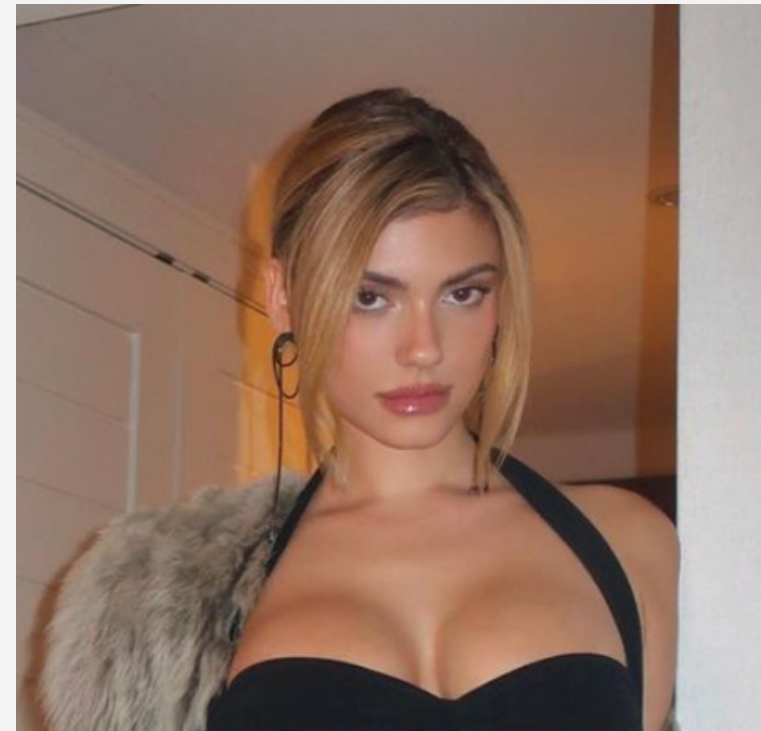
Nitsan Raiter
[@nitsanraiter](#)



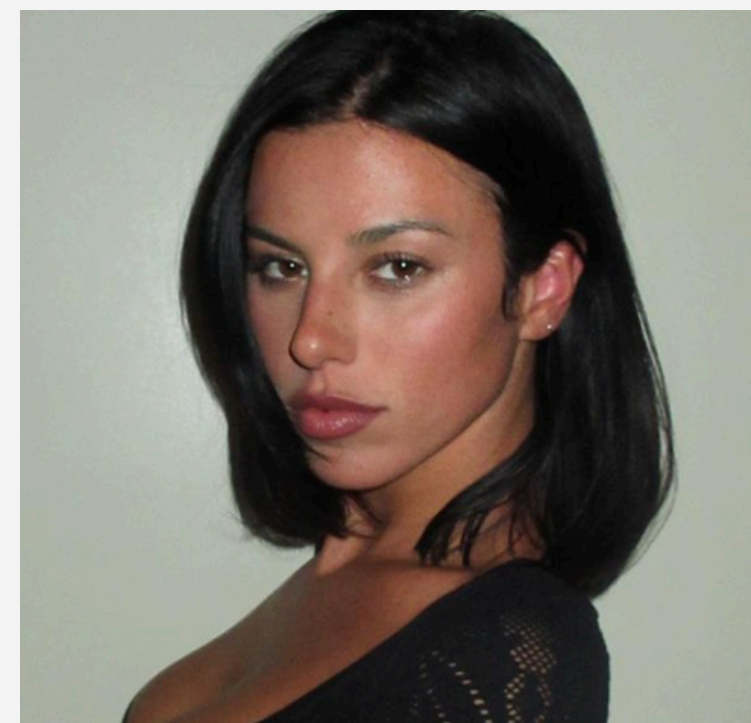
Jourdan Sloane
[@jourdansloane](#)



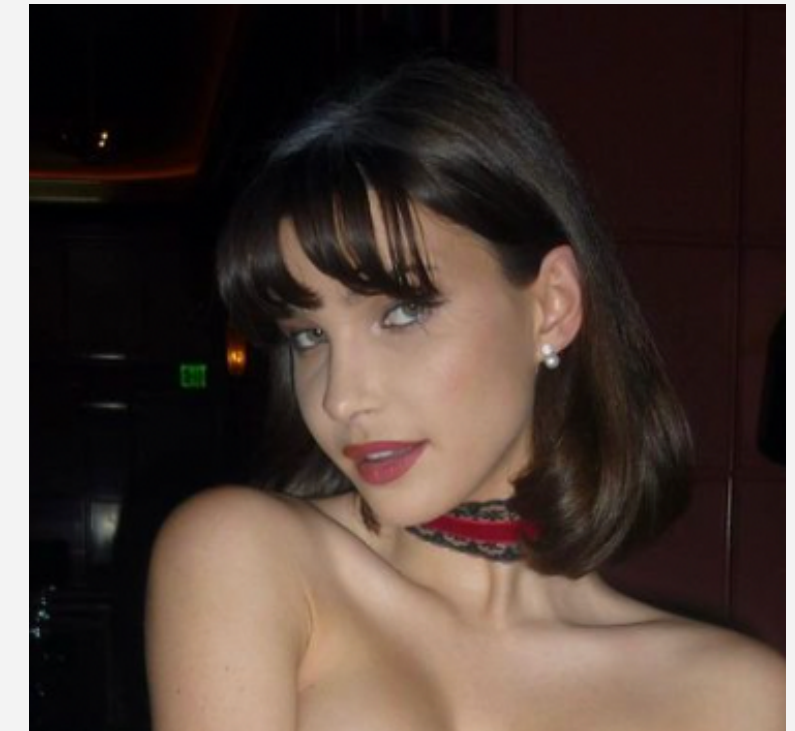
Sydney Lynn Carlson
[@sydneylynncarlson](#)



Kelsey Calemine
[@fatherkels](#)



Victoria Villarroel
[@victoriavillarroel](#)

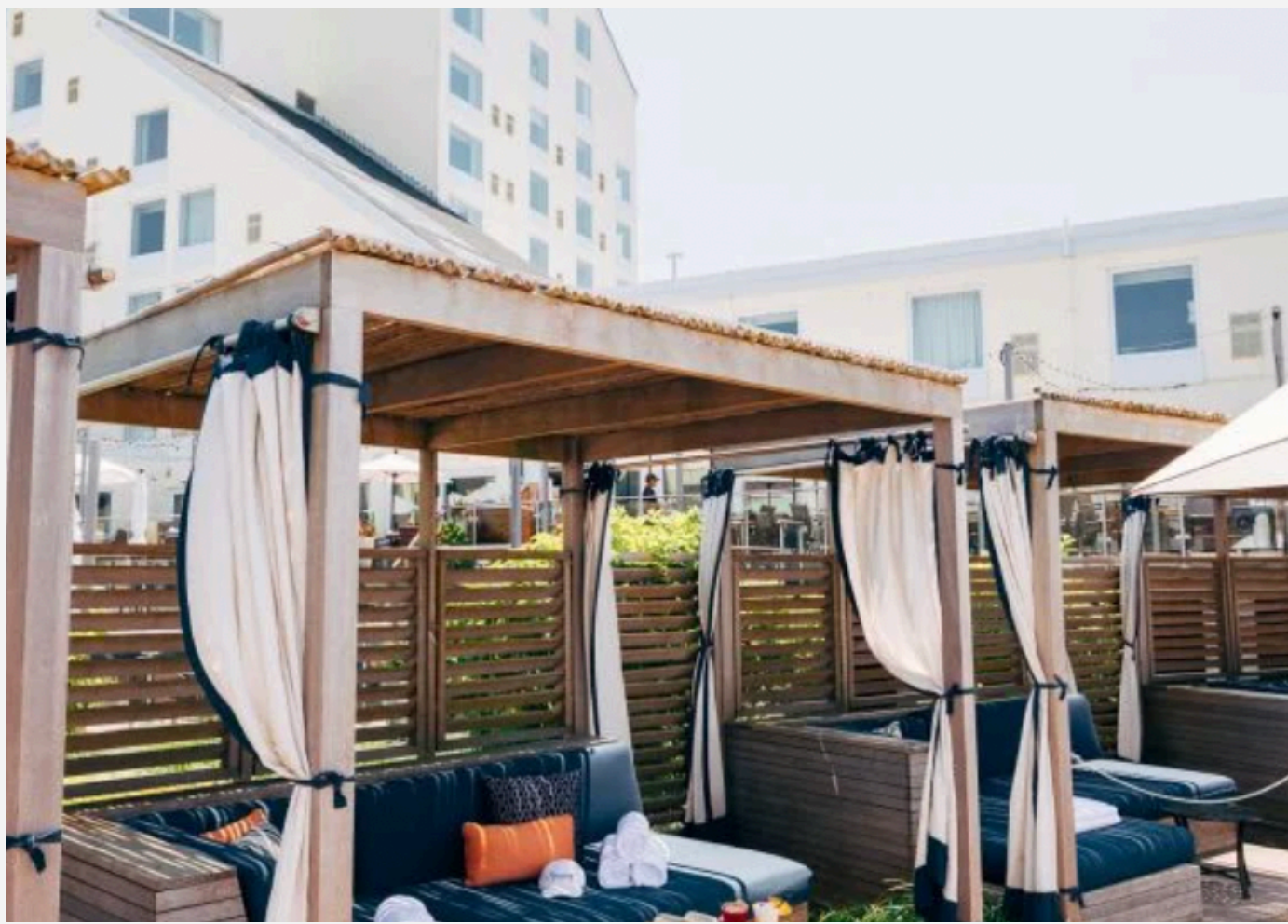


Charlotte D'Alessio
[@charlottedalesio](#)

THE LOCATION

Napa Valley, California
Auberge du Soleil
Private Maisons





Newport, Rhode Island
Newport Harbor Island Resort
Waterview Suites

Hampton Beach, New York
Gurney's Montauk Resort & Spa
Waterview Suites



G I F T I N G S & M E R C H



mane addicts -
rooms stocked with attachments and hair dryers



kin euphorics -
stocked throughout the weekend; pool day drinks, group dinners



818 tequila -
stocked for pool day cocktails and exclusively for group dinners



FRWD -
Jen and Hailey will work with the team to hand pick pieces for influencers to wear during their stay

TRAVEL

Departing

[Change flights](#)

Los Angeles, CA (LAX) to San Francisco (SFO)

Wednesday, May 8

1h 32m 337 miles

Non-refundable - Main (G)


AS 3317

1h 32m

8:43 am ————— 10:15 am

LAX

SFO

 AS 3317 - Operated by Skywest Airlines As Alaskaskywest: LAX to SFO

[Details](#)

[Seats](#)

Returning

San Francisco (SFO) to Los Angeles, CA (LAX)

Monday, May 13

1h 33m 337 miles

Non-refundable - Main (Q)


AS 3329

1h 33m

12:45 pm ————— 2:18 pm

SFO

LAX

 AS 3329 - Operated by Skywest Airlines As Alaskaskywest: SFO to LAX

[Details](#)

[Seats](#)

Staff Flights (x2)
\$350.00

Departing

[Change flights](#)

Los Angeles, CA (LAX) to San Francisco (SFO)

Thursday, May 9

1h 36m 337 miles

Non-refundable - First (I)


AS 3411

1h 36m

11:25 am ————— 1:01 pm

LAX

SFO

 AS 3411 - Operated by Skywest Airlines As Alaskaskywest: LAX to SFO

[Details](#)

[Seats](#)

Returning

San Francisco (SFO) to Los Angeles, CA (LAX)

Monday, May 13

1h 33m 337 miles

Non-refundable - First (I)


AS 3329

1h 33m

12:45 pm ————— 2:18 pm

SFO

LAX

 AS 3329 - Operated by Skywest Airlines As Alaskaskywest: SFO to LAX

[Details](#)

[Seats](#)

Departing

[Change flights](#)

Los Angeles, CA (LAX) to San Francisco (SFO)

Saturday, May 11

1h 35m 337 miles

Non-refundable - First (J)


AS 3423

1h 35m

9:50 am ————— 11:25 am

LAX

SFO

 AS 3423 - Operated by Skywest Airlines As Alaskaskywest: LAX to SFO

[Details](#)

[Seats](#)

Influencer Flights (x8)
\$2,384.00

Hailey & Jen's Flights
\$598.00

Transportation to/from: \$2,424

TOTAL: \$5,756

E S T I M A T E D
B U D G E T

Brand Costs - \$23,678

\$1,620: Signage

\$4,058: Merchandise

\$18,000: Staff Costs (Travel/Stay)

Influencer Trip - \$77,608

\$2,384.00: Flights

\$2,124: Transportation (to/from airport)

\$42,334: Private Maisons (x2)

\$6,640: Dining (breakfasts, brunch, dinners)

\$2,735: Giftings

Costs by Day (includes transportation)

\$3,600: Winery Day

\$5,280: Spa Day

\$1,995: Pool Day

TOTAL COST

(HERE):

\$102,038

\$11,268: Jen & Haileys Stay



Upon arriving to Auberge de Soleil, the girls will have time to settle in before dinner at The Restaurant. After a night of drinks and a four-course meal, they will return to their suites to find champagne and sweets to top off the night.

THURSDAY - ARRIVAL



Breakfast will be served in the Private Maisons on Friday morning before the girls will get ready for a winery trip and tasting. After their trip and some downtime, the night ends at a French riverside restaurant, Angèle.

FRIDAY - WINERY



Breakfast will be at Acacia House followed by an exclusive pool day back at the resort. Partnering with Kin Euphorics and 818, there will be a bar, as well as everything needed to mix up their own drinks. Later that night, they will head over to The Bar for a low-key dinner and drinks.

SATURDAY - POOL DAY



Sunday is for brunch! It will be served in the hotel at The Restaurant. The girls will be scheduled for massages and facials that come straight to their Private Maisons, using rhode and OUAI products. As the trip comes to an end, the girls will visit Le Jardin for an intimate family-style dinner. Hailey and Jen will join the girls on the final day to hear all about the experience!

SUNDAY - SPA DAY



Breakfast will be served in the Private Maisons on Monday morning before the girls are picked up and brought to the airport for their flight back to LAX. They will leave glowing, refreshed, and with a whole lot of self-care must-haves.

MONDAY - LAST DAY

THU

11:25 AM: Flight from LAX to SFO

2:00 PM: Limo service picks up girls from airport and bring them to Auberge du Soleil

3:30 PM: Check-in and get settled before dinner.

8:30 PM Dinner at The Restaurant

FRI

9:30 AM: Breakfast spread served on room patios

12:45 PM: Pick up from resort to Mayacamas Vineyard

1:30 PM: Wine Tasting with Lunch

3:30 PM: Back to resort to get ready for dinner

7:30 PM: Dinner at Angelès Riverfront

10:30 PM: Ride back and drinks at The Bar

SAT

*Jen and Hailey arrive 11:25 AM

10:00 AM: Pickup to get breakfast at Acacia House

12:00 PM: Ride back to get ready for day

1:45 PM: Head to pool area for exclusive day event

2:00 PM: Food and drinks served by hotel staff, girls also can make their own drinks!

5:30 PM: Relax and get ready for dinner

8:30 PM: Dinner and drinks at hotel's The Bar

SUN

11:30 AM: Head down to The Restaurant for brunch.

2:00 - 5:00 PM: This time slot will be filled with a facial and body massage appointment for each guest

5:00 PM: Relaxing downtime before dinner

6:45 PM: Meet Jen and Hailey in lobby to walk over to Le Jardin for dinner

7:00 PM: Intimate dinner before heading back for an early night

MON

8:45 AM: Breakfast spread served on room patios

10:15 AM: Limo service picks up girls from resort and bring them to SFO

12:45 PM: Flight from SFO to LAX

the
rhode/OUAI
lookbook



Dinner @ Angèle



Garden Dinner



Winery



Pool Day

THANK YOU!