

PARTNERSHIP CASE STUDY



Wellness with Purpose

When Destinee, founder of [Simply Vibes Apothecary](#), first opened her holistic wellness store in Charlotte's NoDa district, she was creating sacred space. Rooted in ancestral healing traditions, Simply Vibes was designed to offer crystal healing, botanical blends, spiritual tools, and curated self-care rooted in Black and African lineage.

Simply Vibes storefront has a prime location and visual appeal; however, like many new business owners, increasing foot traffic was a priority. She also recognized the need to educate the community on the cultural significance of her offerings. Most importantly, she wanted to attract customers in a way that felt authentic, resisting the urge to lean on surface-level "wellness" trends that often dilute or misrepresent the very practices she was working to preserve.

She needed an activation that would align with her values and bring in the right audience — people who would connect with the vibe, the vision, and the products. BLK in Bloom partnered with Simply Vibes Apothecary to design a one-of-a-kind in-store experience rooted in community, healing, and joy.

We called it: Holistic Hotties — Wellness Reimagined

OBJECTIVES

Position the Brand

Simply Vibes is a community-centered sanctuary where cultural heritage, healing, and authentic connection thrive

Design a Holistic Experience

Create intentional moments that invite attendees to learn, shop, and engage in ways that felt natural and personal.

Elevate Real Wellness Voices

Spotlight wellness leaders and give Destinee the space to not just sell, but to teach, connect, and guide.

RESULT

Increased Awareness & Foot Traffic

Sold out the event with 50 tickets sold plus walk-ins; resulting in increased in foot traffic due to the activation.

Revenue Growth

Experienced a significant week-over-week increase in revenue from attendees. All participating vendors earned revenue.

100% Satisfaction

Strengthened brand reputation and received positive post-event surveys from both attendees and vendors.

APPROACH

- Strategic Experience Design
- Low-Barrier, High-Impact Access
- Audience-Centered Programming
- Vendor and Voice Amplification

CONCLUSION

Holistic Hotties was a culturally grounded activation that delivered real results for a new business seeking authentic community engagement. By centering traditions over trends, carefully curating partners and programming, and prioritizing connection over performance, we created an experience that felt both intentional and irresistible.

[Click here](#) to view post-event recaps from attendees.

Get in touch with us at partnership@blkinbloomclt.com.