



## GRAMMY® GIFT LOUNGE RETURNS TO LOS ANGELES WITH GIFTS THAT FOCUS ON DIVERSITY, EQUITY, INCLUSION & PHILANTHROPY

**FOR IMMEDIATE RELEASE: JAN. 23, 2023.** Distinctive Assets, the LA-based entertainment marketing company credited with catapulting the promotional craze of celebrity swag into a pop culture phenomenon, will continue its long-standing partnership with the Recording Academy® in producing the one and only official GRAMMY® Gift Lounge as well as the show's legendary Presenter & Performer Gift Bags. The GRAMMYs® will, as always, feature the world's biggest acts, all of whom will be treated to a bevy of thank you gifts in acknowledgment and appreciation of their participation.

"We are excited to be back in Los Angeles and to once again be creating amazing GRAMMY gift magic," says Distinctive Assets founder Lash Fary. "While our gifts are known far and wide for being fun, fabulous, useful and unique, they also serve a grander purpose. Many of the brands we include are from a diverse and inclusive array of small businesses who meaningfully benefit from the worldwide exposure that being associated with Music's Biggest Night® affords them. This is celebrity marketing with a mission."

The **#GRAMMYGiftLounge** will be hosted by **Tom's Watch Bar @ L.A. Live** and be open to presenters and performers during three full days of rehearsals. This year's Gift Lounge is presented by **ReFa** which will offer talent its detangling (and cute) polishing ReFa HEART BRUSH along with a revolutionary hydrating and purifying ReFa FINE BUBBLE S beauty showerhead. The Lounge will also feature the entire transformative micro-molecule product line based on human stem cell science from **Miage Skincare**. Rounding out the in-person gift experience are the newest **Aiper Seagull Plus** Cordless Robotic Pool Cleaners, **Bugaboo** celebrity-loved Fox 3 signature luxury strollers, top-rated Chilean wines from **Frontera**, museum-quality award-winning jewelry from **Grossé Japan**, iconic Brazilian flip flops and sandals from **Havaianas**, **m cacao expressio** – the first-ever chocolate box with a personalized video embedded inside, **Skinny Sbu Socks** – Africa's #1 premium sock brand, innovative & fashionable **TurboFlex Eyewear** with patented 360° rotating hinges and **Dog-E** – the one-in-a-million robot dog from **WowWee!**

Talent will also receive a preassembled **GRAMMY Gift Bag** filled with a wide variety of items ranging from **CLIF® Thins** to faux fur designer handbags from **Marei1998**. The 2023 **#GRAMMYGiftBag** also boasts the following brands: **All Better Co.**, **Red Vines + Torie & Howard Hard Candies** from **American Licorice Company**, **Art Lipo Plastic Surgery**, **Baketivity**, **Beekeeper's Naturals**, **Beli**, **C60 Purple Power**, **Colorfull Plates**, **Comvita Manuka Honey**, **Daily Energy Cards**, **DAX Hair Care**, **Dr. Konstantin Vasyukevich**, **ēcōMD: CLEAN CONSCIOUS SKINCARE**, **Fashion Fidgets**, **Flour & Flower**, **FLY LYFE**, **Frontera Wines**, **Galit Ventura-Rozen**, **Garnier**, **Good Girl Chocolate**, **JBL**, **Jo Bowlby**, **Karma Nuts**, **Kind Reason Co.**, **Kokomo Restaurant**, **L.O.L Surprise!**, **Lumibymari**, **Maison Construction**, **MIAGE x McKayla BLOOM**, **Michelle Jacobik**, **Mineral Fusion**, **Music Connection**, **MUTHA**, **Myrkl**, **Nambé**, **NaturGeeks**, **NERF**, **Opopop**, **Pure Sage**, **Puzzles of Color**, **Rainbow High Rainbow Vision Dolls** from **MGA Entertainment**, **Scopio**, **Selfish**



**Candles, Serucell, Shinery, slip, Soapy Faith, Soylent, Sumner Street Shea, The Beauty Tea Company, The Green Garmento, The Heart Company, The Human Being Journal created by Mahara Mindfulness, The Millions-Billions-Trillions Brand, The ReLaunch Co., Guitar Starz by Toy Target, Tranquini, Treat House, Upminders, Voice for Asian Elephants Society and Zoop.**

The GRAMMY Awards® will be held on Sunday, February 5, 2023, at Crypto.com Arena in Los Angeles. The show will be broadcast live on the CBS Television Network at 8 p.m. ET / 5 p.m. PT and will be available to stream live and on demand on Paramount+.

### **About Distinctive Assets**

Established in 1999, Distinctive Assets is a niche marketing company offering celebrity seeding, business development and branding opportunities within the entertainment industry and beyond. Distinctive Assets spearheaded the proliferation of award show swag and boasts an impressive resume of prestigious events that includes the GRAMMYS®, Latin GRAMMYS®, Tonys, American Music Awards, Kids' Choice Awards, BET Awards, CMA Awards and Academy of Country Music Awards. From *Fortune* 100 companies to start-ups, clients benefit from customized marketing solutions that leverage unparalleled experiences as well as access to top celebrities, premier events, influential media and strategic partners.

### **About the Recording Academy**

The Recording Academy represents the voices of performers, songwriters, producers, engineers and all music professionals. Dedicated to ensuring the recording arts remain a thriving part of our shared cultural heritage, the Academy honors music's history while investing in its future through the GRAMMY Museum®, advocates on behalf of music creators, supports music people in times of need through MusiCares® and celebrates artistic excellence through the GRAMMY Awards—music's only peer-recognized accolade and highest achievement. As the world's leading society of music professionals, we work year-round to foster a more inspiring world for creators.

For more information about the Academy, please visit [www.grammy.com](http://www.grammy.com). For breaking news and exclusive content, follow @RecordingAcad on [Twitter](#), "like" Recording Academy on [Facebook](#) and join the Recording Academy's social communities on [Instagram](#), [YouTube](#), [TikTok](#) and [LinkedIn](#).

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**If you have any questions, would like detailed product info or want to schedule coverage, please contact:**

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**Link to gift breakdown and product images:**

[https://www.dropbox.com/sh/a709p7hfplfj45y/AAAr3gfTPyIjc\\_M7XrYRRXQpa?dl=0](https://www.dropbox.com/sh/a709p7hfplfj45y/AAAr3gfTPyIjc_M7XrYRRXQpa?dl=0)