

BRESH GLOBAL

Bresh Global is a **house of brands at the heart of entertainment and culture**, building and operating live brands, and the content, talent and experiences that grow around them, connecting millions of people across four continents.



600+

EVENTS PER YEAR



30+

COUNTRIES



4.4M+

FOLLOWERS ACROSS PLATFORMS



1M+

ATTENDEES PER YEAR

LIVE



Born in Buenos Aires and now **staged across 30+ countries**, Bresh takes over intimate clubs to the world's biggest festival stages and brings together a Gen Z / millennial, highly engaged audience.



Polenta is a party **built around the dancefloor and the people on it**. It pairs an unmistakable visual world with an urban sound that keeps the room moving. Polenta has grown into a touring movement **across 14 countries and 3 continents**.



Lulú is a party stripped back to its essence: **an intimate, invite only night built entirely around the dancefloor**. Every edition runs on a hyper curated guest list and a strict no camera policy, a space designed for presence over documentation.

CONTENT



Casa Bresh is **an exclusive retreat for today's and tomorrow's creators**: a house where music, art and celebration share the same roof for a few unrepeatable days.



Podcast Bresh **takes the spirit of Bresh off the dancefloor and into conversation**. Host Stef Roitman sits the biggest names in Latin music down for intimate talks.

TALENT



Bresh Academy **is where the next generation of artists, DJs, and creators is trained**, and where Bresh invests directly in the talent that will shape its future.



Plush Talent **is the management and development arm of the Bresh world**, home to the roster of artists and DJs who grow inside the brand.