

BREE DELANO

DJ | MUSIC DIRECTOR | PRODUCER

CURATION & PROGRAMMING

EVENTS | BRANDS | PRIVATE CLIENTS



Hair by Marshall Vanierland
Hair assistant Justin Leavitt
Makeup by Jo Baker
Styling by Curve LA
Master retouching by Chris Jones

Smokin 8s

BRILLIANTLY MASTERING THE LA-VEGAS SPLIT,
DJ 88 IS BUILDING A BRAND IN THE TWO CITIES
SHE LOVES MOST

Standing at a statuesque 5-foot, 8-inches, with a body any 21-year-old would kill for and an impeccable taste for creating her signature rocker-meets-urban-meets-glam style, it's not uncommon for DJ 88, to be mistaken for an Alexander McQueen tear sheet. But there's more than meets the eye: This LA-rooted spinstress is a veteran of the the music industry

BEST FEMALE DJ

Step aside, amateurs. A queen fox has claimed her throne. Unfailingly stunning and stylish, **DJ88** (a.k.a. Bree Cohen) could easily be mistaken for a trend-setting patron at the club and not its DJ, but believe us when we say she has chops. The list of dance floors that 88 has conducted includes events for Alexander McQueen, *The New Yorker* and Miami Fashion Week. The Los Angeles native is praised for her eclectic custom playlists (check them out on IAmDJ88.com) and has curated soundtracks for restaurants such as La Cave at the Wynn, N9NE Steakhouse and Nove Italiano in the Palms. The current resident at Hyde Bellagio (beginning New year's Eve), Marquee, Insert Coin(s) and L.A.'s Bar Marmont has a heart as powerful as her soulful music collection. Over the years the petite pitbull enthusiast (she has three rescue pitbulls) has raised more than \$40,000 for various animal-rescue groups. Style, innovation and lots of tender, lovin' care—what more could we ask from Vegas' best female DJ?



Ladies first

Boundary-breaking music pro Bree DeLano on why she can't stop, won't stop her love affair with Vegas.

By Emily Kates

Long before the days of #grrlpower, in fact even before hushings were a thing, Bree DeLano, aka DJ88, was determined to add a woman's touch to the male-dominated world of Las Vegas nightlife. Seeing nothing but "a magnitude of potential" for females in the industry, DeLano took the ultimate gamble and picked up her L.A. existence to start a DJ career at age 37. "When I arrived in 2006, there were only one or two female DJs at the time, and they were tucked away in small lounges or bars. There were no leading female resident DJs anywhere on the Strip," DeLano wanted to change all that. "I made it my goal to be not only the first, but to pave way for women to contribute their individual style, grace and power to the emerging landscape," she says. With her innate hustle and passion for music, it wasn't long before DJ88 was a fixture at every high-end fashion event while juggling multiple residencies in major nightlife venues. One of the last spots she left her mark on was the Palms, where she was the resident DJ for "Sundae" at Chandelier. With the re-launch of the Palms this year, she reflects fondly on her four years there. "The Palms will always have a special place in my heart," she says. DeLano still remains a fashion industry favorite, and since her move back to L.A. last year, she is continuing to connect as a music-director/curator and has been back and forth to Vegas 20 times to DJ top-tier events such as the Power of Love Gala last month and Vegas' 50th-anniversary celebration this month. With so many Sin City gigs, can we expect her to move back anytime soon? "I never say never," she says. "Vegas is, and will always be, my second home. This is where I built my DJ brand and cultivated so many connections of my career in music and events. It's a deep, complex relationship that I will always cherish."



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museum

DJSS

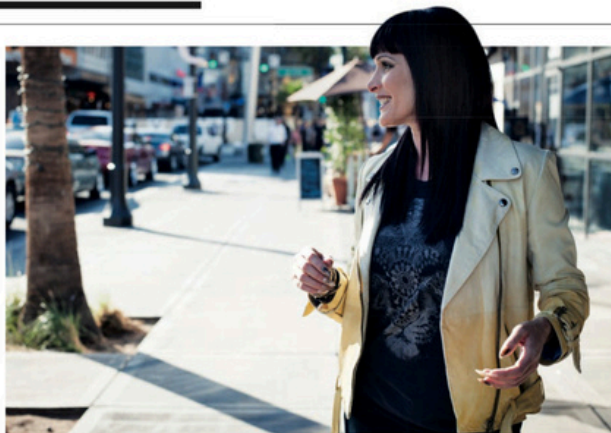
L I V E S H O W S / O P E N I N G D J S E T S F O R

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MICHAEL MCDONALD | DE LA SOUL | HIATUS KAIYOTE | SNOOP DOGG | THE ROOTS
DAMIAN MARLEY | BONO | AEROSMITH | JET | LIONEL RICHIE | SMOKEY ROBINSON
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EXCHANGE | MAYER HAWTHORNE | GEORGE CLINTON | THEM CROOKED VULTURES
JAZZY JEFF | OZOMATLI | TWO DOOR CINEMA CLUB | ANDRA DAY | QUEEN LATIFAH
GEORGE BENSON | BILLY IDOL | BLAKE SHELTON | LADY A | GWEN STEFANI | IMAGINE
DRAGONS | SLUM VILLAGE | SLICK RICK | BIZ MARKIE





LAS VEGAS NIGHTS



NOW AND NEXT

DJ 88 on female DJs, dumbed-down music and open format's rise

→ After a stint in music management and production, Bree DeLano got her start as an open-format DJ in L.A. Today, DJ 88 has been going strong for 10 years, seven of which have been in Las Vegas. She's also entertainment and marketing director—and a resident DJ—at Insert Coin(s), which celebrates its second anniversary this Friday.

How is the Downtown Las Vegas scene treating you? It's been one of the best experiences of my career, hands down. I've been able to book DJs and artists that may not be able to play the Strip, because it just doesn't fall within that, you know, sort of one-dimensional lane that a lot of the larger nightclubs need to stay in to pay the bills and attract an audience of tourists. There are a lot of music lovers in Las Vegas who want to experience something different, and a lot of the DJs and artists we've had at IC, there's no way they'd be able to play any of those rooms—they're just too big.

How'd your recent video shoot go? It was nice to do something creative like that. It was an artsy film-noir black-and-white thing for one of the mixes I did. Very cool to create something visually that goes along with the mix. It complements it perfectly. It was time for me to get something shot that shows why my brand is different from other DJs and other female DJs.

What do you mean when you specify "other DJs and other female DJs"? Well, I'm a DJ ... I just so happen to be a female. I'm not soapboxing about some bra-burning sh*t right now, but people always tend to put [female DJs] in a completely different category. A lot of female DJs are just straight-up marketing, sort of just actresses. There are a handful of really great ones, but not many that are as versatile as I would like. But there are a lot of sh*tty guys out there, too. Just because the market has become so over-saturated

and it's so easy for anybody to call themselves a DJ and/or get booked to DJ depending on who they know.

Every day there are new subgenres, so to be a true open-format DJ, you have to be really strong in all categories. "DJ" is a word that's been diluted quite a bit ... Vegas is probably responsible for a lot of that just because of the nightclub scene.

And why is that happening? The art has sort of been dumbed-down with easy access to technology, the Internet, and music being so easily accessible, and the allure that comes with being a DJ and how nightlife has sort of turned DJs into celebrities. Everybody wants to be one now. There are a lot of DJs that have come out of the incubator way too soon, without putting in the work.

So, an up-and-coming open-format DJ doesn't want to end up a hack. How do they earn their stripes? It's a matter of putting yourselves in the right company and studying and figuring out what you want your individual style to be. Being a true open-format DJ is a difficult task, and it takes years and years to get to the point where you feel like you can tackle any kind of room. I really believe that it's going to slowly but surely start equaling the popularity EDM has in nightclubs.

There's going to be a change coming soon. It's not all house music anymore. Those people that are open format, or want to be, need to step it up right now, because it's going to be go-time soon. It's a science; you study it, you learn it and you love it. —Jorge Labrador

Listen to DJ 88 at mixcrate.com/dj88sincerely.

TWO-YEAR ANNIVERSARY
With Nadaström, Phoreyz, Dave Fogg, Cutso, Charlie Darker. April 12, 10 p.m. Insert Coin(s), 477-2525.





HEY, MISS DJ!

As one of a handful of female DJs, Bree Cohen is breaking boundaries... in style.

By Kate Bennett

DON'T LET the nails fool you; the lady can spin. "Everyone always asks how the hell I DJ with them," says Bree Cohen, aka DJ 88, whose fingernails border on ridiculously long. "It's the Dolly Parton answer: I'm just used to it." Cohen's also used to turning heads. A tall, rocker knock-out with a shiny dark bob, armloads of tattoos and sex-fied ensembles, Cohen has been on the Las Vegas music scene for the last four years, having moved here from her hometown of Hollywood, California, five years ago. Music's one of her primary loves—although she's also got a thing for shoes, chunky jewelry and skintight leather—and for almost a decade Cohen has been letting DJ 88 loose on some of the hippest parties in the Western U.S. "I pride myself on being versatile. That to me is what defines a solid DJ; it's all about the song selection and how you put them together."

The same can be said of her look. She sports outfits that aren't exactly soft and feminine, but rather cutting edge and haute couture homegirl, with a little "don't mess with me, buddy" thrown in. Apropos, since the competitive DJ world is easily a multimillion-dollar business in Las Vegas and Cohen is one of the few women making a name for herself, notably at her weekly residency, Snitch, Wednesday nights at the Palms. "It really comes down to committing to constantly reinventing yourself, whatever your personal style. It's good for the soul, and it keeps you young."

NIGHTS

► **SOUND ENGINEER**
Bree DeLano is bringing more musical church.



DJ88 GETS LIVE AND LOUD

Bree DeLano's Pop-Up looks to satisfy Las Vegas' musical voids BY BROCK RADKE

→ The loss of Insert Coin(s) in July meant much more than just the closure of a popular Downtown bar. "It was a musical church to a lot of people, and it's going to take a while for it to resonate on what a loss that is," says Bree DeLano. "It was iconic for Downtown, but it was a destination location across the country and the world. We had a really interesting group of different people in there on a nightly basis, and we were able to get away with murder as far as music was concerned. We tried stuff, and it worked."

DeLano, also known as DJ88, was the music director at Insert Coin(s), where the soundtrack was big on hip-hop and soul but far more diverse than it got credit for. "When The Foreign Exchange played there, when Hiatus Kaiyote played, it was church. To see everyone's face on those nights, not to sound corny, but that was really what it was all about for me. The format we created in there, nobody's doing it, and now it's missed."

Fortunately for those who miss it, DeLano won't stop trying to fill the Vegas nightlife void between dive bar and megacub. Her latest endeavor is Pop-Up, a recurring sonic party that will make its debut Sunday night at Ghostbar. Each event will feature a different musical

POP-UP with
Brittany Rose,
Cameron
Calloway, CoCo
Jenkins, Rico
DeLano, DJ88,
Crykit, Seamy
Mac. **November**
15, 9 p.m., \$10, \$5
locals. Ghostbar,
702-942-6832.

genre and rotating partnerships with venues and artists, and the first is the Soulsonic Edition featuring local R&B-tinged stand-outs Brittany Rose, Cameron Calloway, CoCo Jenkins and Rico DeLano. DJs, including 88 herself, will help set the vibe.

"I'm taking everything I did as a programming staple at Insert Coin(s) and breaking it into its own separate night," she says. "Any given night you could have heard Steely Dan or Diplo or Stevie Wonder or Wu-Tang. Since there's not a place like that now, taking risks with that type of format, I'm going to break it down into separate parties." And DeLano—who came to Vegas in 2006 and has gigged everywhere from the Griffin and Downtown Cocktail Room to residencies at lounges and clubs at Wynn, the Palms, the Hard Rock, Cosmopolitan and Bellagio—says those parties could pop up in large or small venues, with just about anyone playing. "I have so many DJs and artists and musicians who call me on a regular basis like, 'Where do we go? Where do we play?' I have very big plans... the large-scale would be really, really large names playing really intimate shows. There's so much dead space out here." Hopefully not for long.



BREE DELANO
DJ and Brand and
Entertainment Director at
Insert Coin(s)



BEST LOCAL RESIDENT DJ

In addition to being a crowd-bouncing open-format DJ, **Bree DeLano** (a.k.a. DJ88) is the brand and entertainment director at Insert Coin(s) on Fremont Street. Under DJ88's direction, and with her dope sounds, the video-game-themed bar has successfully kept up with all of the new kids to move onto the block over the last few years. In addition to a fair amount of travel gigs, DJ88 plays at her home venue on the regular, making Downtown even more of a Tastemaker destination.



88 Ways to Say Goodbye

Bree DeLano is returning to her L.A. roots, but Pop-Up will live on

EXIT INTERVIEW

December 21, 2016 at 1:54pm

By Ian Caramanzana

If you know local music, then you know Bree DeLano. Whether it's through her eclectic DJ sets at bars, nightclubs or lounges as **DJ88**, or behind the scenes as an event coordinator and talent curator via her independent music-direction and production company 88 Ways, DeLano has made a lasting mark on the Las Vegas music scene. Her **Pop-Up and Pop-Up Live party series** have given local artists such as Brittany Rose and Cameron Calloway a chance to shine, while bringing in burgeoning talent such as Anderson .Paak.



WEEKLY

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BEST NEW PARTY: DJ 88'S POP-UP





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