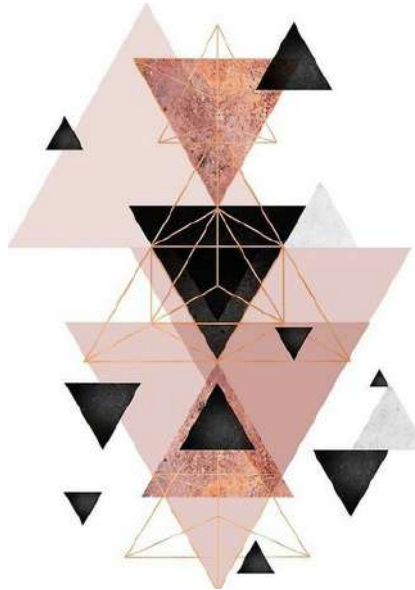
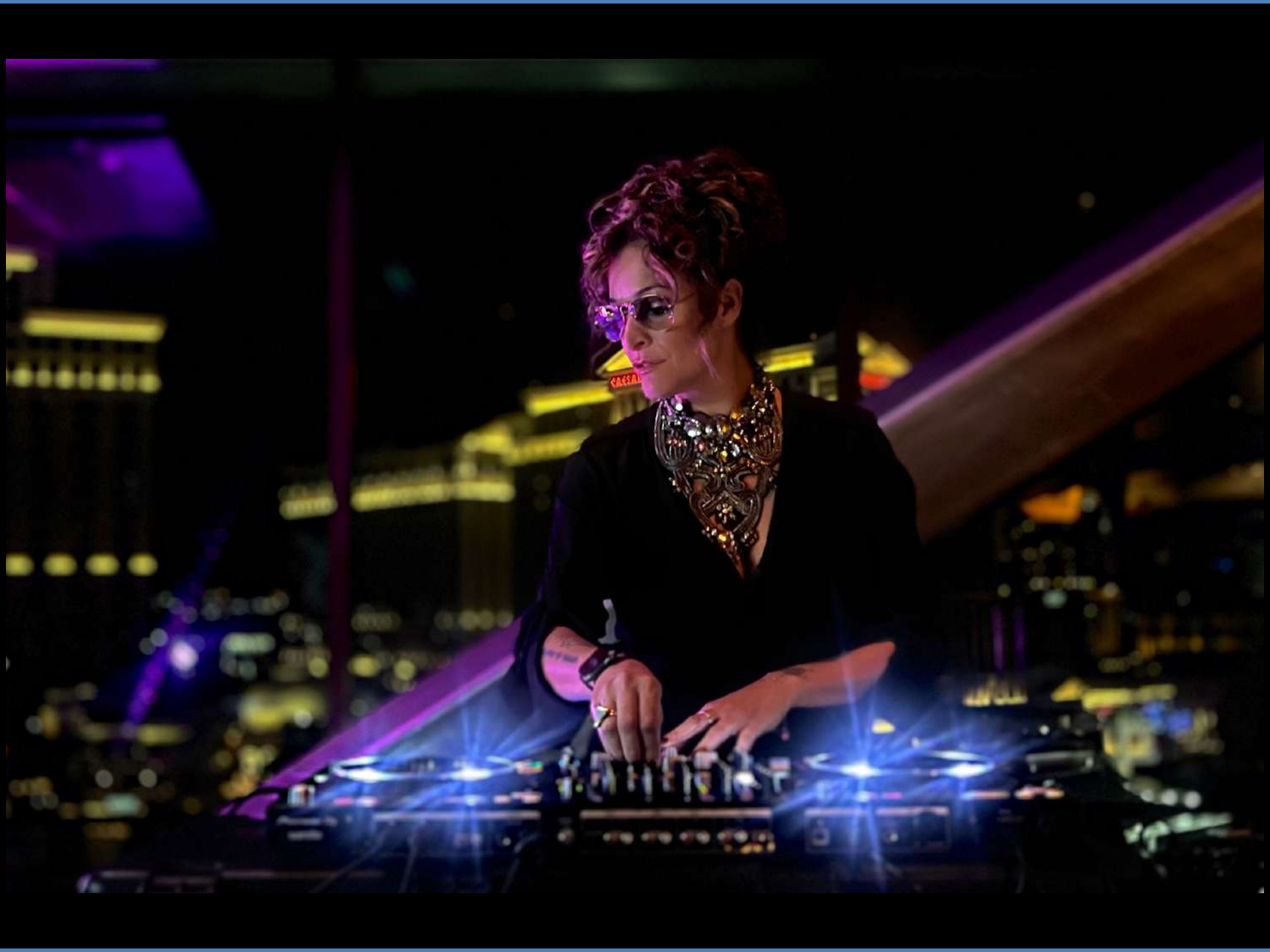


BREE DELANO / DJ88 2024 BRAND DECK



EVENT DJ / MUSIC DIRECTION & CURATION

FASHION + FILM/TELEVISION + CULINARY + MEDIA + RESTAURANT/HOTEL GROUPS + PRIVATE CLIENTS



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VODKA

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Red Bull


Resorts World
LAS VEGAS



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KEEP MEMORY ALIVE
Supporting the Mission of the Cleveland Clinic Loo Revo Center for Brain Health
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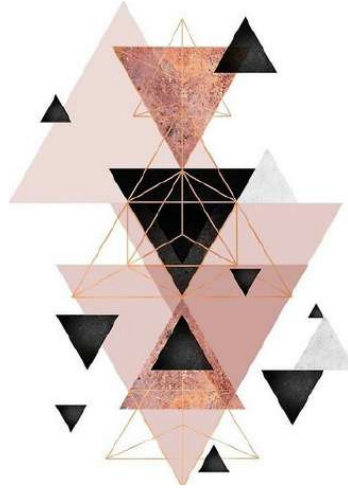
Cleveland Clinic



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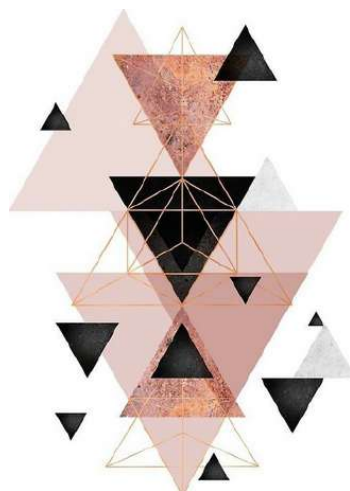


LIVE SHOWS - OPENING DJ FOR

GWEN STEFANI / IMAGINE DRAGONS / THE ROOTS
LADY A / TONY BENNETT / SNOOP DOGG / HIATUS KAIYOTE
DE LA SOUL / DAMIAN MARLEY / MICHAEL BUBLE / SEAN PAUL
THE FOREIGN EXCHANGE / MAYER HAWTHORNE / TWO DOOR CINEMA CLUB
JAZZY JEFF / EAGELS OF DEATH METAL / BILLY IDOL



BREE DELANO / DJ88 2024 BRAND DECK



PRESS HIGHLIGHTS

LOOK WHO'S TALKING

Ladies first

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

By Emmy Kasten

Long before the days of #girlpower, in fact even before hash-tags 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 packed 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 hot spots she left her mark on was the Palms, where she was the resident DJ for "Snitch" at Ghostbar. With the relaunch 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 consult 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*' 15th-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 extensions of my career in music and events. It is a deep, complex relationship that I will always cherish."



PHOTO BY HANNE O'NEAL, MAKEUP BY SALVADOR RUBICION FOR KELLY CARDEWAS SALON

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-inch, with a body any 20-year-old would kill for and an impeccable taste for creating her signature rock-chic contemporary-club style, it's not uncommon for DJ 88, to be mistaken for an Alexander McQueen star. But there's more than meets the eye. This 34-year-old entrepreneur is a veteran of the music industry and is owed deeper

than a publisher. Before all else though, she is a businesswoman who never leaves home without her BlackBerry and a large cup of coconut water.

88, to her tight circle of close friends and family, Bree Cohen, became an official Las Vegas resident in 2007 after leaving Southern California—she's still attached to her 8th area code—and has been moving on the Las Vegas circuit with former residences at both The Playful Club and Ghostbar, located at Palms Casino Resort, where she launched *Snitch* Wednesdays along with co-host Rachel Weisman and DJ88's partner. The move came around the groundbreaking format for the "Snitch" party, which she refers to as electro-club hip-hop futuristic dances, attracting performances from artists such as KIDzmo, Theophilus London, Amanda Blank, Miami Storm, Wadell and Bree Cohen, to name a few. Cohen became hooked on music after attending a New York City music conference at age 18. She experienced an organic connection to hip-hop and from there wanted to "not sleep and breathe everything about it." Returning to her roots, her philosophy as a DJ is simple: "It's important to me to break new songs/genres every time I DJ. Instead of just playing the same songs you can hear at every club," she says. "The biggest compliment is when people ask what the song is they're dancing their asses off to. That's how I know the party is successful." The club returned DJ 88 never thought

"I'm that much of a (music junkie). My life has a soundtrack, every moment has a song playing in my head."

she'll be the one on decks, but rather behind the decks. Early in her career, she utilized music executive Sylvia Rhone, but after the disappointing realization of politics, she'd away from the corporate and sprung into the cultural.

However, she still remains the owner of things. Recently signed as the only female DJ with brand/management company Creative Connections, Cohen embraces her position as a woman—not just with her signature self-designed nails or weekly hairstyle changes—and is bringing her goals of the last few years to fruition.

With exciting plans for the upcoming year, Cohen is one to watch and follow. "I've learned over the past few years to maximize the potential of being a female DJ. There are some amazing men, but often with female DJs, it's all a marketing act, but I have no problem when people play up my looks or personal style because I have the talent and passion to back it up," she says. "I'm really in love with what I do, it's been an incredible journey and it's only just begun."

tan@88.com

The DJ 88 Top 5

Top Producers: Dilla, P-Diddy

Favorite Brands: McQueen, Loro Piana

Most loved artists: Biggie, Little Dragon

Theme songs: "Home of Dots" by Robert, "I Ain't No Joke" by Ray E. and Bakin

On the radio: Style Channel, 102.7 FM

Her Daily Top 5

Morning: Sound of the coffee maker

Work Day: "Dance Floor" (outage notes)

Day: Little Brother, De La Soul, Yelba, Jimmy Brown

Getting Ready: The Black Keys, "Howling For You"

Bed: The sound of HDTV in the background



She's Crafty

DJ88 Uses Her Skills for Charity

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?

Style



The Look

Photographed by Tomas Mescanico

BREE COHEN, 39
also known as DJ 88

Style icons: Bianca Jagger and Nevada Bonanza

What she's wearing now: Puma sunglasses, bamboo earrings, Raquel Allegre skirt from Curve L.A., Zoe Clara twin-line pearl bracelet, H&M leggings, Gucci bag, Alexander McQueen boots and heels by Sara Bryant at Kelly Cauden salon.

As a prominent Las Vegas DJ, Cohen spends her nights spinning at the hottest spots but never leaves home without her trademark nails and her signature style. "Everyone always asks me where I get them done. I have an amazing nail shop that makes all my design dreams come true: Stinky at Wild Orchid Nail Spa," she says. "I dress according to how I feel, but there's always a bit of vintage hip hop meets McQueen involved."



BREE DELANO

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

HOMETOWN: Los Angeles

YEARS IN THE INDUSTRY: 10

For DeLano, better known by her moniker DJ88, her experience is an advantage in an industry dominated by young men. Not only does her versatility help her book gigs that showcase a varied arsenal of sounds, she's got the business savvy to parlay it into other opportunities. Case in point: landing the entertainment director position at Insert Coin(s). After joining the venue's DJ rotation three years ago, she now uses her 10-year experience in Los Angeles and New York's music industries—from managing

DJs such as Adam 12 to assisting Tina Davis of Def Jam—to "put together a team of DJs that is fresh and new and untainted." And considering Downtown was her playground when she first landed in Vegas nine years ago (she previously held court at Downtown Cocktail Room and The Griffin), she knows what it takes. "You have to accommodate different ages, different lifestyles, different tastes in music," DeLano says of getting it right in DTLV. "You have to work 20 times harder when you're a DJ in that position." Beyond nightlife, she curates music for several restaurants, hotels and high-end boutiques, as well as corporate clients such as Moët Chandon and Cirque du Soleil. She also recently became the music correspondent for local TV station FOX 5.

BOYS' CLUB: "I never really looked at it as I'm a female DJ," DeLano says, although she notes that when she started few women were being hired. "I find that it's cooler to create your own lane and become a brand and make a name for yourself, rather than just being a chick at a random club."

HOW THE LADIES PLAY: "I am and will always be a club kid," DeLano says. But, she adds, "I feel as sexy in the kitchen as I do behind the DJ booth. I'm playing music; I'm drinking wine; I'm cooking for 10 people, and I'm the happiest I could possibly be."

Alexander McQueen dress Alexander McQueen in Wynn Las Vegas; Hair Sara Bryan/Kelly Cardenas Salon; Makeup Karla DeLaRosa

BEST HEADLINER RESIDENT DJ

Choosy Tastemakers choose ...

Calvin Harris! The Grammy winner, Hakkasan resident and *Forbes*' highest paid DJ for the last two years was also the first artist to place three tracks on *Billboard*'s Top 10 simultaneously. Yes, the Scottish DJ has some solid credentials to back up his status as a crowd favorite. And he's pretty much guaranteed to sell out the house for every one of his performances. So, it's no wonder the clubs love him, too.

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.



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 US. "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 Koryote 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."

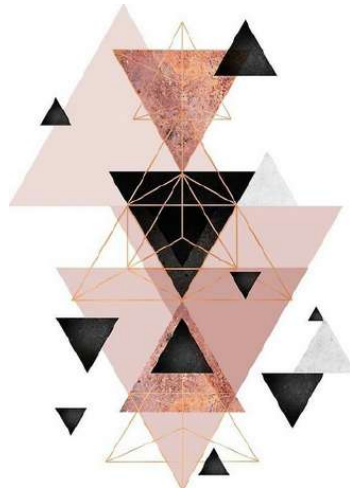
Fortunately for those who miss it, DeLano won't stop trying to fill the Vegas nightlife void between dive bar and megaclub. Her latest endeavor is Pop-Up, a recurring sonic party that will make its debut Sunday night at Ghostbar. Each event will feature a different musical

POP-UP with
Brittany Rose,
Cameron
Calloway, CoCo
Jenkins, Rico
DeLano, DJ88,
Crykit, Seany
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.

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[LINKTR.EE](https://linktr.ee/dj88)