

## EVENT DJ

FILM / TELEVISION / MEDIA / ARTS & CULTURE

HOSPITALITY / FASHION / TECH

## MUSIC DIRECTION / CURATION

BAR / RESTAURANT GROUPS

BRANDED EVENTS / PRIVATE CLIENTS

A collage of various photographs of Bree DeLano, including portraits, red carpet appearances, and performance shots, with the name "Bree DeLano" written in a large, white, cursive font across the center. The photos show her in different outfits and settings, such as a black dress on a red carpet, a black top with a large necklace, and a black dress with a large necklace. The background is a dark, textured surface.

# EVENT / CURATION CLIENTS

VOGUE

ALEXANDER  
MCQUEEN



LVMH  
MOËT HENNESSY · LOUIS VUITTON

Jean Paul  
GAULTIER

kate spade  
NEW YORK



Alice  
and Olivia  
BY stacey bendet

john varvatos

MULBERRY

InStyle



CBS



FIJI  
WATER

TEQUILA  
PATRÓN  




BELVEDERE  
VODKA

Dom Pérignon

Spago



Resorts World  
LAS VEGAS

BELLAGIO  
LAS VEGAS

THE COSMOPOLITAN  
of LAS VEGAS

W  
HOTELS

Hard Rock  
HOTEL & CASINO  
LAS VEGAS

PALMS  
CASINO RESORT  
LAS VEGAS

CIRQUE DU SOLEIL



Cleveland Clinic

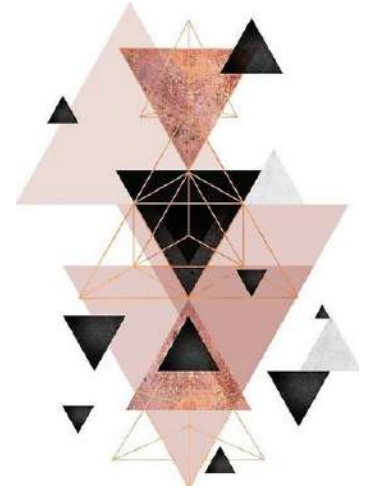
KEEP MEMORY ALIVE  
Supporting the Mission of the Cleveland Clinic Lous Roven Center for Brain Health  
ALZHEIMER | HUNTINGTON | PARKINSON | ALS | MEMORY DISORDERS

de Young  
Fine Art Museums  
of San Francisco





BREE DELANO / DJ88 2022

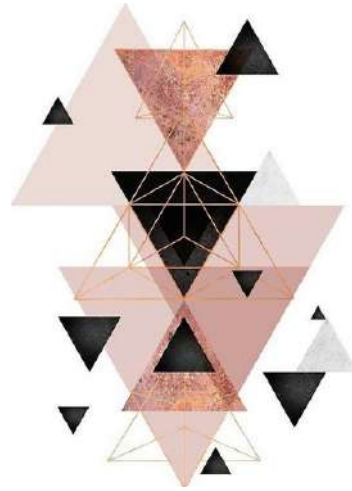


OPENING **DJ** FOR

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 2022



**PRESS**



# 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 hashtags 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."



Hair by Marshall Venterland  
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 and is wired deeper

than a jukebox. Before all else though, she is a businesswoman who never leaves home without her BlackBerry and a large cup of common sense.

88, to her tight circle of close friends and family, Bree Cohen, became an official Las Vegas resident in 2006 after leaving Southern California — she is still attached to her 818 area code — and has been strong on the Las Vegas circuit with former residences at both The Playboy Club and GhostBar, located at Palms Casino Resort, where she launched Salitch Wednesdays along with co-host Rachel Wenman and Bronson Olimpieri. The scene queen created the groundbreaking format for the "cool kids" party, which she refers to as electro-classic-hip-hop-future-disco-dopeness, attracting performances from artists such as Kid Sister, Theophilus London, Amanda Black, Miami Horror, Yelawolf and Roxy Cottontail, 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 "eat, sleep and breathe everything about it." Sticking to her roots, her philosophy as a DJ is simple: "It's important to me to break new songs/artists 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 kid-turned DJ 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'd be the one on decks, but rather behind the desk. Early in her career, she idolized music executive Sylvia Rhone, but after the disappointing realization of politics, shied away from the corporate and sprung into the cultural.

However, she still sits on the creative side of things. Recently signed as the only female DJ with brand/management company Creative Contraband, 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 five 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 ones, 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 am madly in love with what I do, it's been an incredible journey and it's only just begun."

tamaj88.com



### The DJ 88 Top 5

**Top Producers:**  
Dilla, Premiere

**Favorite brands:**  
McQueen, Lanvin

**Most loved artists:**  
Biggie, Little Dragon

**Theme songs:**  
"None of Dem" by Robyn; "I Ain't No Joke" by Eric B. and Rakim

**On the tube:**  
Style Channel, HGTV, E!

### Her Daily Top 5

**Morning:**  
Sound of the coffee maker

**Work Out:**  
"Dance Bitch" mixtape series

**Day:**  
Little Brother, De La Soul, Tribe, Jimmy Abney

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

**Bed:**  
The sound of HGTV in the background





## 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.

**THE BALANCE:** "I'm a single mother. I tip my hat to every single mother out there." In addition to the help of her mother, she says, "My ex-husband is an incredible man and an awesome father, and we co-parent brilliantly together."

**BOYS' CLUB:** "I never really looked at it as I'm female DJ," DeLano says, although she notes it when she started few women were being hired. "I find that it's cooler to create your own lane 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 sexy in the kitchen as I do behind the DJ booth playing music. I'm drinking wine; I'm cooking to people, and I'm the happiest I could possibly be."

Alexander McQueen dress Alexander McQueen in W Las Vegas. Hair Sara Bryan/Kelly Carrienas Salons. M Karla DeLaRosa



Get a glimpse of Bree at home, visit [vrate.com/womeninpower](http://vrate.com/womeninpower). And chide us as we continue this series on the ladies who are breaking up the boy's club.

PHOTOGRAPHY JON ESI

to our Tastemakers, y'all can cut it out now. A nightclub is not a rave, and layering multiple obnoxious neon garments really shouldn't be done outside of a costume party. Oh, but on Wednesdays, we still wear pink.

### 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.



Calvin Harris.







## She's Crafty

### 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 Tamas Muesonics

**BREE COHEN, 38**  
also known as DJ 88

**Style icons:** Bianca Jagger and  
Seveta Bismara.

**What she's wearing now:** Parale  
sweaters, bamboo earrings, Raquel Allegre  
shirt from Curve L.A., Zou Chica's tulle-line  
gorget diamond ring, H&M leggings, Gucci  
bag, Alexander McQueen boots and hair by  
Sara Bryant at Kelly Caudatus 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 eclectic style. "Everyone  
always asks me where I get them done. I  
have an amazing nail shop that makes all  
my design dreams come true. Sixty at Wild  
Orchid Nail Spa," she says. "I dress accord-  
ing to how I feel, but there's always a bit of  
vintage hip hop meets McQueen involved."





## 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 sexified 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."

PHOTOGRAPH BY JAMIE STRUBER; MAKE-UP BY FRANCISCA MAGAL; HAIR BY KELLY CHERNOVA SALON; NAILS BY PATRICIA LEE; JEWELRY: JESSICA AND JANE



**MY GO-TO PIECES:** "Curve camisoles, which I wear under almost everything; they're fantastic and make me feel beautiful. Also, my black Funk Essentials tailored blazer, my Metal Deco Argento Miu Miu T-strap heels, my Bronze snakeskin boots and my two finger Zoe Chicco diamond ring."

**MY NAILS:** "I've had over the top nails since high school. It's always been my signature thing. In Vegas, I live by Wild Orchid Nails & Spa, where Cindy, the owner, does my nails. I have a vision and she makes it happen. Money, snakeskin, feathers, metallic gold talons, I've done it all."

**MY LOVES:** "Music and animals. Next to my gorgeous daughter, Jaxon, who's almost two, of course. I also have three rescue pit bulls, and I campaign quite vigorously to educate people on just how incredibly loyal and gentle the breed is naturally."

**MY CHARITY:** "Sunday in the Valley is a charity event I created. It's a shopping-inspired fundraiser that helps animal adoption and rescue awareness."

**MY TREASURES:** "My Tiffany & Co. chain necklace that carries my parents' wedding ring, a gold-diamond nameplate and two vintage gun triggers; my BlackBerry Bold; my iPod Touch; my record collection; my Gucci monogram vinyl blue and gray handbag, and two paintings I did, one of Kate Moss and the other of Biggie Smalls."



**MY STYLE GURU:** "My best friend, Nevena, is probably the most stylish girl I know. She owns Curve boutique (in LA, South Beach and New York's Soho); my favorite, period. Also, my mother always encouraged my self-expression. I credit her for my fashion sense."

**MY PERSONAL STYLE:** "I've always been a chameleon."

**MY HOBBIES:** "I'm a closet artist. I haven't painted in a few years because I've been so focused on DJing, but I plan on picking it back up. I'm actually quite the Martha Stewart-ee, believe it or not. I cook quite often and have monthly dinner parties."

**MY FRAGRANCE:** "Kai. Barney's New York carries it. I use the oil. It's travel-friendly; I don't leave home without it."

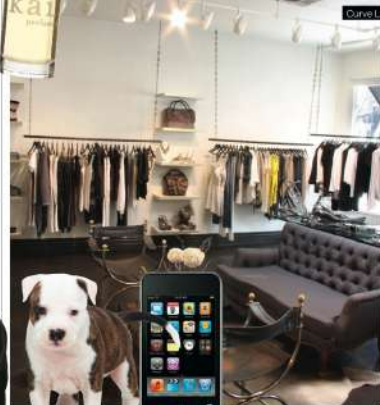


**MY TUNES:** "I'm a huge soul and hip hop lover, especially '80s and '90s New York hip hop; that's my personal passion. But to keep introducing people to new artists I do mixes all the time and I put them on my website (iamdj88.com). They're all different genres; choose your poison."

**MY CHIC SECRET:** "Stay away from the less is more theory."



Curve LA



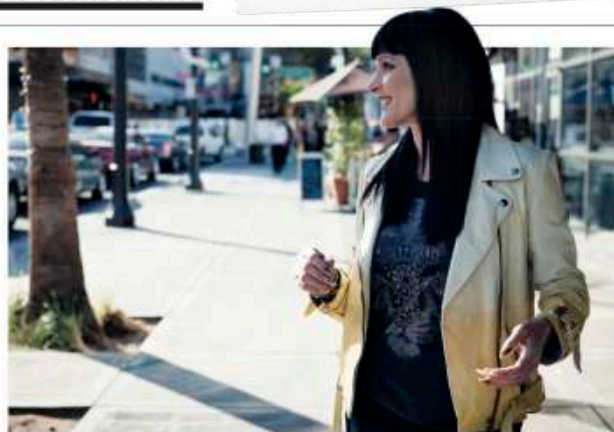




**Previous:** Style: Jessica Rolando in Catherine Malandrino; jewelry of The Shoppe of The Plaza; Rolando cut and ring available at leather-couture.com; gold necklace available at Forever 21; Fashion Store

**Current:** DJ 88 in Marc Jacobs dress, espadrilles, L'Oréal hair and Sepia Rossi pants; available at Neiman Marcus

## 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 sobrioxing 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 equalizing the popularity EDM has as a nightclub.

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 [micrate.com/19084nclty](http://micrate.com/19084nclty)

## TWO-YEAR ANNIVERSARY

With *Nakedtown*, *Phorever*, *Dave Fogg*, *Carro*, *Charlie Darter*, April 12, 10 p.m. Insert Coin(s), 477-2525.

## COCKTAIL OF THE WEEK

## 50 SHADES OF ROSÉ

A simple, sexy cocktail, courtesy of Fleming's

→ How about a super-simple cocktail perfect for that spring-summer romance?

Fleming's Prime Steakhouse & Wine Bar offers 50 Shades of Rosé (\$10). Named after one of the hottest pop-culture phenomena of the decade (rumor even has it a blockbuster movie is in the works), this libation is an effervescent sex bomb.

Sweet orange and melon from Lillet Rosé, wild elderflower from St-Germain and delicate fresh raspberries combine for an aphrodisiac aroma that lives up to its name.

Served in a coupe glass—which, legend has it, was modeled after Marie Antoinette's bosom—and only 95 calories, this cocktail is indulgent in all the right ways (and none of the wrong ones). —Sabrina Chapman

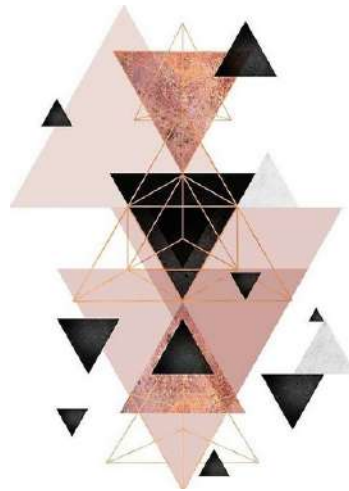
## RECIPE:

2 oz. Lillet Rosé  
1/4 oz. St-Germain  
soda  
raspberry (garnish)

● Add ingredients to a mixing glass with ice. Stir and strain into coupe glass. Top with splash of soda and garnish with raspberry.



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