MONDE

A new kind of social club, built for real life.

THE CONCEPT

MONDE is a modern social club creating curated experiences around culture, creativity, wellness, food, and connection.

Designed to feel elevated but remain accessible, MONDE brings the energy of a private members club outside its four walls — through pop-ups, brand collaborations, intimate events, and unexpected spaces across Los Angeles.





01 — THE OPPORTUNITY

We're more connected — and spending less time together.

Young adults are craving real-world connection, new experiences, and spaces to meet people organically. But the options often fall into two extremes: casual meetups that lack curation or exclusive clubs with high membership barriers.

MONDE creates the space in between.

Elevated experiences. Curated community. No membership required.

02 — THE AUDIENCE

Socially curious. Culturally connected. Experience-driven.

MONDE is for young creatives who want to discover new places, meet new people, and participate in culture — without relying on dating apps, networking events, or traditional private clubs.

They value experiences, aesthetics, wellness, creativity, and brands that feel like part of their lifestyle.



03 — THE EXPERIENCE

Less networking. More actually doing things.

MONDE programming revolves around four experience pillars. Every event gives people something to experience together — making connection the byproduct rather than the assignment.



MAKE

Ceramics, photography, floral design, creative workshops.



MOVE

Pilates, run clubs, hikes, tennis, wellness experiences.



TASTE

Chef dinners, restaurant takeovers, tastings, communal tables.



DISCOVER

Gallery nights, neighborhood pop-ups, live music, cultural experiences.



04 — THE BRAND PARTNERSHIP MODEL

Brands don't sponsor the experience. They become part of it.

Brand partnerships sit at the center of MONDE's model. Instead of traditional logo placement, MONDE gives lifestyle brands an opportunity to create physical experiences around their products and meet consumers in environments they actually want to be in.

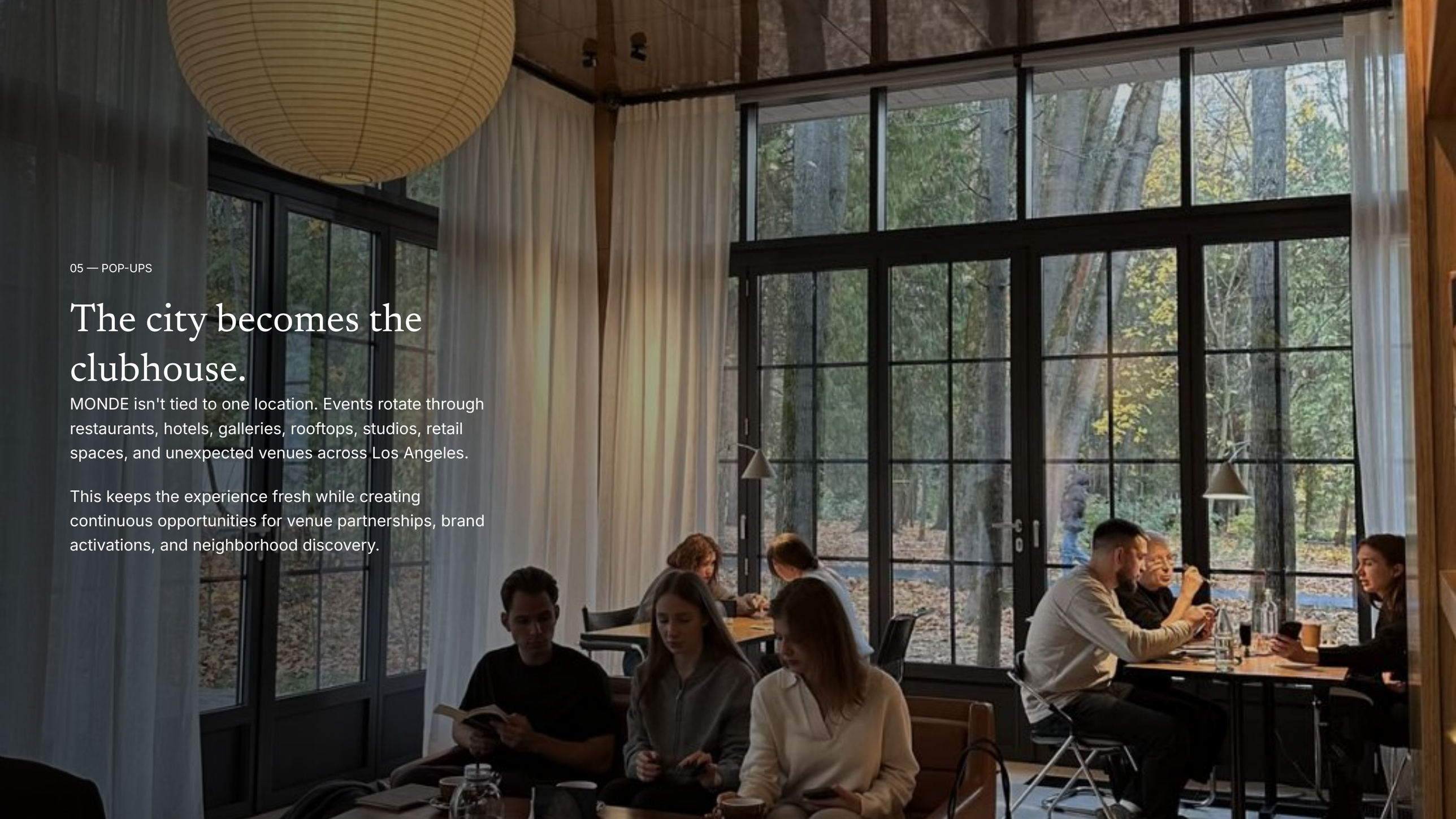
A beauty brand could host a getting-ready dinner.

A fashion brand could take over a weekend pop-up.

A wellness brand could power a morning movement series.

A hotel could host a MONDE weekend escape.

The product becomes part of the memory.



05 — POP-UPS

The city becomes the clubhouse.

MONDE isn't tied to one location. Events rotate through restaurants, hotels, galleries, rooftops, studios, retail spaces, and unexpected venues across Los Angeles.

This keeps the experience fresh while creating continuous opportunities for venue partnerships, brand activations, and neighborhood discovery.

06 — THE GROWTH LOOP

A loop, not a funnel.

The goal isn't simply event attendance. It's building a community people want to return to.



DISCOVER	Social content + creator partnerships
JOIN	Email/SMS + event drops
EXPERIENCE	Curated MONDE events
SHARE	Organic social + UGC
RETURN	Personalized event recommendations + early access
INVITE	Referral-driven community growth

07 — LAUNCH CONCEPT

MONDE: Opening Weekend

A three-day Los Angeles pop-up introducing each side of the MONDE world. One weekend. Multiple brand partners. Hundreds of organic consumer touchpoints.



FRIDAY — TASTE

Intimate dinner + DJ set



SATURDAY — MAKE

Creative workshops + brand pop-ups



SUNDAY — MOVE

Pilates, coffee + community market

08 — THE BUSINESS

MONDE operates at the intersection of community, experiential marketing, and hospitality.

Revenue can come from:

- Ticketed experiences
- Brand partnerships + sponsored activations
- Limited memberships / event passes
- Venue + hospitality collaborations
- Merchandise and product collaborations

Brand partnerships help subsidize programming, allowing MONDE to maintain a premium experience without premium-club pricing.





09 — THE VISION

Build the club people want to belong to — without needing a clubhouse.

Start with pop-ups across Los Angeles. Build a recognizable community and cultural platform. Expand into destination experiences, larger brand collaborations, and eventually MONDE chapters in other cities.

A world built around experiencing more of the world — together.