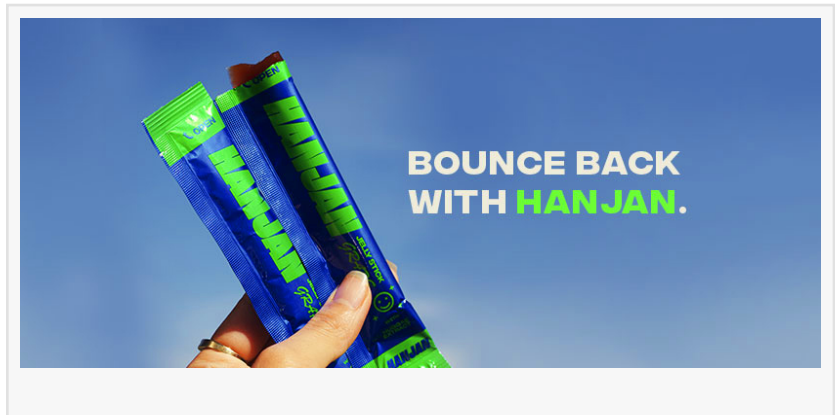


GUSHCLOUD SETS U.S LAUNCH OF HANJAN, PREMIUM WELLNESS LIFESTYLE BRAND WITH HANJAN OASIS EXPERIENCE AT COACHELLA FESTIVAL

LOS ANGELES, UNITED STATES, April 21, 2022 /EINPresswire.com/ -- [HANJAN](#) OASIS Featured Special Guest Appearances By Nicole Scherzinger, BIA, Qveen Herby, Bretman Rock, Mo Hart, DJ MOS, Abstract Mindstate, Amanza Smith

Plus the Champ Medici NFT Lounge Hosted by Cordell Broadus



[Gushcloud International](#), the global technology driven talent agency and media company representing a multi-cultural community of creators and innovators today announces the U.S launch of HANJAN, the premium wellness and lifestyle brand founded in Asia by a team of women entrepreneurs from Singapore, Philippines, and Korea. The brand offers a range of products to support an active lifestyle including the HANJAN Recharge Jelly, a hangover protection supplement which promotes natural alcohol defense and liver health.

The inaugural HANJAN OASIS held April 15-17 in Palm Desert, California during the Coachella Music Festival was an exclusive, invite-only Bali-inspired rejuvenating retreat featuring wellness and skincare treatments, curated Asian food market, specialty cocktails, gifting suite, celebrity podcasts, DJ-hosted sunset pool party plus the Champ Medici NFT Lounge hosted by Crypto entrepreneur and Snoop Dogg's son, Cordell Broadus.

A host of special invited influencers and VIPs guests including rapper BIA, musicians Nicole Scherzinger and Qveen Herby, digital entertainer Bretman Rock, DJ MOS, DJ Ilesha Irene, Amanza Smith (Netflix's "Selling Sunset"), rap duo Abstract Mindstate, nightlife impresario Legendary Damon, Mo Heart, television and reality personality O'Neal McKnight and some of the world's largest influencers and content creators across Asia attended the two-day festivities.

"As a global digital talent and media company based in Asia, we wanted our first brand launch in

the US to be bold, memorable and really resonate with our core audience of social media influencers and content creators and could think of no bigger, more impactful way to launch the HANJAN brand than at Coachella, the largest influencer gathering globally. The inaugural HANJAN Oasis was a huge success and we look forward to bringing more experiences that capture the fun, adventurous and entrepreneurial spirit of the brand,” states Althea Lim, Co-Founder and Group CEO, Gushcloud International.

HANJAN is the first brand to launch in the US under Gushcloud International sister company Summer International, a social brands incubator and distribution company driven by influencers.

“We are excited to launch HANJAN in the US with the HANJAN Oasis experience at Coachella which brought together a creative community of celebrities, musicians, VIPs and some of the biggest influencer talent. We see a gap in the market that we can fill and a real opportunity to grow the brand in the wellness lifestyle space. Hence, we plan to deeply invest in the US market and build out our retail strategy from here,” says Xiaoshi Kuik, Co-Founder and CEO Summer International.

For more information on HANJAN, please visit <https://hanjan.store> □

###

HANJAN Oasis Images:

<https://dam.gettyimages.com/assignments/hanjan-oasis-launch-event>

<https://dam.gettyimages.com/assignments/champ-medici-nft-lounge-at-hanjan-oasis>

About Gushcloud International

Gushcloud International is a global technology-driven Digital Talent and Media company, focused on Influencer Marketing, Entertainment, Commerce. We connect audiences and brands to influencers and content creators through representation and management, brand strategy, marketing and activation services, media production, sales and distribution, licensing and co-creating significant IP in the content, media and event spaces.

The company has four units: Gushcloud Agency, Gushcloud Entertainment, Gushcloud Studios and GC Live. With more than 250 employees, Gushcloud International operates in 11 offices globally including Singapore, Malaysia, Indonesia, Thailand, Philippines, Vietnam, Korea, Japan, Greater China, Australia and the United States of America.

About Summer International

Summer International is a global social brand incubator with a proprietary distributor network based in Asia driven by influencers. The company incubates and markets brands with a key focus category on wellness, skincare and bodycare.

The company has offices in Singapore, Korea, Philippines and United States of America; but has

distribution in Southeast Asia.

Media Contact:

darlene.malimas@gushcloud.com

kezhia.maglasang@gushcloud.com

Darlene Malimas

Gushcloud International

+65 92980121

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/569388548>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 Newsmatics Inc. All Right Reserved.