

Secret World and CEO Slow Forge Strategic Equity Alliance to Bridge Digital Platforms and Cultural Capital

Secret World Welcomes CEO Slow as Strategic Partner to Drive Cultural Integration and High-Impact Influencer Activation

NEW YORK, NY, UNITED STATES, November 12, 2025 /EINPresswire.com/ -- Secret World, the next-generation location-based platform reshaping how people engage with local experiences in real time, announced today that Windsor Lubin, professionally known as CEO Slow, has officially joined the company as a strategic partner.

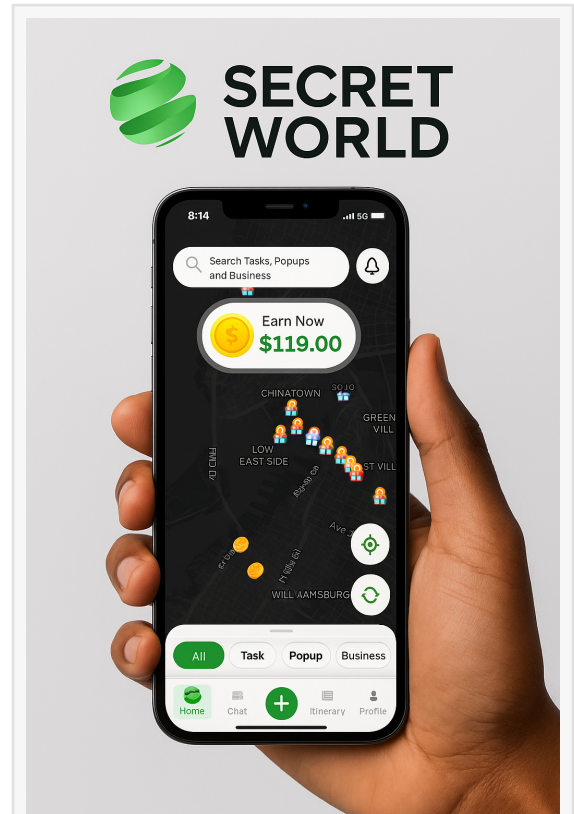
Lubin, co-founder of the influential Slowbucks brand, brings a longstanding track record of cultural leadership, entertainment industry insight, and deep-rooted relationships across music, fashion, and media. His role with Secret World will center on driving celebrity engagement, building influencer-led campaigns, and positioning the platform at the center of modern culture.

"This isn't just a collaboration — it's alignment," said CEO Slow. "Secret World is about visibility, movement, and presence. It's where the culture lives, and I'm here to help turn that presence into power."

A New Model for Cultural Ownership and [Decentralized Opportunity](#)

Secret World's map-first platform allows users to discover, share, and interact with real-time events, micro-activations, and pop-ups in their city. From community takeovers and live campaigns to brand-backed experiences, the app connects users with the world happening around them — not just online, but literally outside.

What sets Secret World apart is its decentralized model of discovery and participation. Rather than relying on a single source to curate experiences, Secret World empowers users, creators,



Secret World — The Decentralized Opportunity Platform connecting culture, commerce, and community.

and cultural leaders to initiate their own “Moments” — building a network of shared value and community-driven relevance.

This Web3-forward approach unlocks a new kind of access: one where creators aren’t just participating in culture — they’re shaping it directly, with tools that reward visibility, engagement, and authenticity.

Lubin’s involvement marks a major shift in Secret World’s trajectory, signaling a creator-led expansion strategy grounded in real-world validation. His contributions will focus on delivering high-level visibility through trusted names while maintaining the platform’s core commitment to democratized access and distributed cultural impact.

“Influence doesn’t belong to one person or one algorithm,” said CEO Slow. “It’s collective. This platform is about letting people show up for themselves — and for each other — wherever they are.”

Campaign Execution and Creative Oversight

As part of the strategic partnership, CEO Slow will lead the execution of branded promotional campaigns featuring Secret World through verified creators, artists, and influencers with broad reach. Deliverables include:

“

Secret World isn’t just connecting people — it’s creating a new economy of visibility, where culture and community meet opportunity in real time.”

Kaixiong Zhang

Endorsements and posts from national and international cultural figures

Integration into social content formats including reels, stories, livestreams, and collaborative drops

On-the-ground activations connected to real moments in music, sports, fashion, and entertainment

Lubin will work closely with Secret World’s internal and external marketing teams to ensure campaigns are aligned with platform values, delivered with authenticity, and

tracked using clear engagement metrics.

Initial Campaign Budget and Accountability Structure

To support these efforts, Secret World has allocated an initial activation budget for the design,



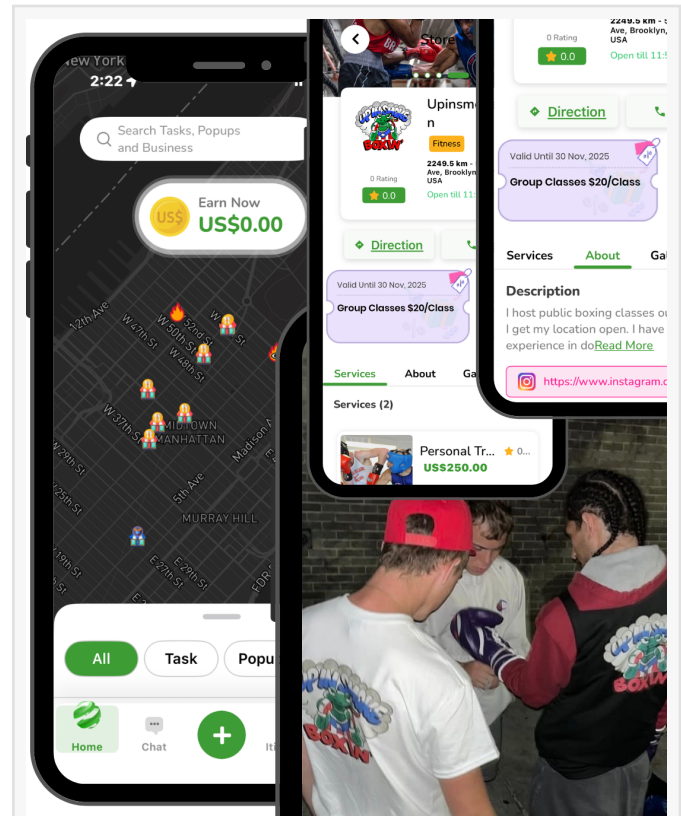
Windsor Lubin, professionally known as CEO Slow, joins Secret World as a strategic partner leading cultural expansion and celebrity engagement for the decentralized opportunity platform.

deployment, and distribution of campaign resources across multiple channels. Funds will be managed transparently, with outcomes tracked by both social metrics and cultural impact.

Receipts, media outputs, and campaign performance reports will be maintained to ensure alignment between investment and visibility — with a firm emphasis on quality over quantity.

This structure reflects a shared vision between both parties: growth that is sustainable, authentic, and measurable — not just in clicks, but in culture.

Protecting the Brand, Elevating the Community
As part of the agreement, all intellectual property associated with the Secret World brand — including trademarks, logos, and media assets — remains owned by the company. CEO Slow will operate under formal licensing terms when engaging with merchandising, media, or branded partnerships, ensuring consistent brand presence across all platforms and industries.



A local boxing champion hosts a pop-up training session promoted through Secret World, demonstrating how real-world entrepreneurs and athletes can turn community engagement into opportunity.

The relationship is designed to elevate both the platform and the community — giving creators more visibility and access to high-value opportunities through organic collaboration and cultural validation.

What's Next for Secret World

With this partnership, Secret World is setting a new precedent for how platforms grow in the age of influence — not through gimmicks or viral trends, but through real relationships, earned trust, and street-level access.

The company is expected to launch a series of major campaigns in early 2026, featuring collaborations with recording artists, athletes, and public figures who share the platform's mission: to unlock real-time connection in the real world.

About Secret World

Secret World is a location-based discovery platform that empowers users to explore real-time events, activations, and opportunities in their environment. Designed for creators, brands, and communities, Secret World transforms physical space into a dynamic canvas for cultural interaction — powered by a decentralized network of user-led engagement.

About CEO Slow (Windsor Lubin)

Windsor Lubin, known professionally as CEO Slow, is a cultural strategist, entrepreneur, and co-founder of the legacy streetwear and lifestyle brand Slowbucks. With decades of experience bridging hip-hop, fashion, and media, Slow has become a trusted figure in the entertainment industry — known for turning cultural energy into strategic capital.

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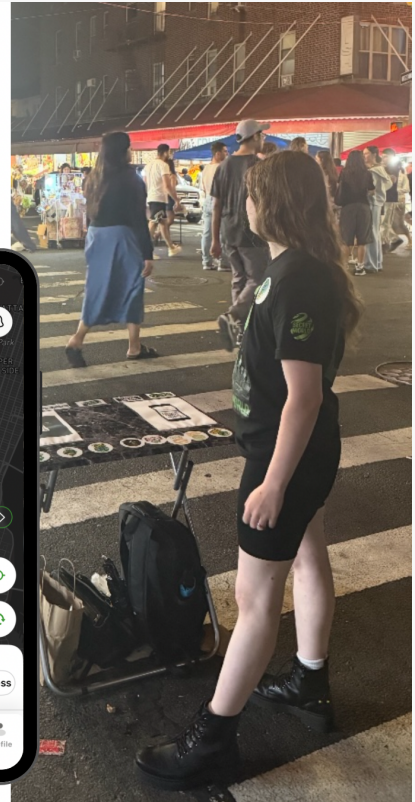
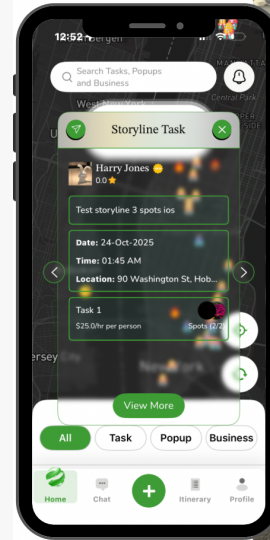
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The Secret World app bridges digital and physical worlds, connecting real people, street vendors, and local gigs through a live map of opportunities in real time.



Secret World App, Launched by BlockItGroup

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