

THE ROOM Brings Beauty's Most Influential Voices Together in New York City

The invitation-only gathering brings founders, execs, media, creators & cultural voices together for an intimate conversation about where beauty is going next.

NEW YORK, NY, UNITED STATES, August 13, 2026 /EINPresswire.com/ -- On August 17, some of beauty, wellness and culture's most compelling voices will gather in Tribeca for [THE ROOM](#), an invitation-only evening presented by [CO2Lift®](#) and designed around one simple idea: the conversations shaping an industry become more interesting when the right people are actually in the room together.

Hosted at Paros Tribeca, THE ROOM will bring together leaders spanning beauty, entrepreneurship, media, aesthetics, retail, entertainment and influence for an intimate dinner followed by a live conversation exploring the ideas, shifts and people redefining beauty today.

Unlike a traditional industry conference, there are no exhibit halls, rushed introductions or crowded programming schedules.

There is simply the room. A carefully curated guest list. Assigned seats. Dinner. Conversation. And an opportunity for people who are actively shaping different corners of the industry to exchange perspectives in a setting built for connection rather than presentation.

The Conversation: The centerpiece of the evening will be a live panel bringing together four women whose careers represent very different paths through beauty, business and reinvention.



OFFICIAL ANNOUNCEMENT · PRESS RELEASE

THE ROOM™

BUILT DIFFERENT

DATE & TIME August 17, 2026 6:00 PM · Red Carpet	VENUE PAROS Tribeca, New York City
FORMAT Red Carpet · Dinner Live Conversation · Press	ACCESS Invitation Only Curated Guest List

COCKTAILS SEATED DINNER LIVE FOUNDERS LEGACY AFTER-HOURS

THE ROOM Info

[Lana Kerr](#), Founder and CEO of CO2Lift® and Lumisque, has built her career around science-backed, non-invasive approaches to beauty and wellness, bringing topical carboxytherapy into professional aesthetics while expanding the conversation around skin health, longevity and consumer beauty. Joining Kerr is JuE Wong, CEO of Performance Beauty Group and one of the beauty industry's most recognized executive leaders. Her career has included leadership roles across some of beauty's most notable global companies and brands, giving her a rare perspective on innovation, growth, brand building and what it takes to remain relevant in a rapidly evolving market. Carrie Gross, Co-Founder and Chief Creative Officer of Dr. Dennis

Gross Skincare, brings the perspective of an entrepreneur who helped build one of modern skincare's most recognizable physician-founded brands, combining clinical credibility with consumer relevance. And Julia Haart, entrepreneur, designer, bestselling author and star and executive producer of Netflix's My Unorthodox Life, brings a perspective rooted in

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THE ROOM is about bringing together the people shaping beauty, wellness and culture—and creating space for conversations that can influence what comes next.”

*Lana Kerr, Founder & CEO,
CO2Lift®*

transformation, fashion, entrepreneurship and the power of continually redefining what comes next. The conversation will be moderated by Dr. Heather Brennan, with Nina Lato, SVP of Global Marketing & Retail, serving as host of THE ROOM. Together, the panel will explore what is changing across beauty and wellness, how consumers are redefining aging, influence and authority, and what it takes to build relevance in an industry moving faster than ever.

More Than Another Beauty Event - THE ROOM was intentionally created to bring together people who do not

always find themselves seated at the same table. Editors alongside founders. Physicians alongside creators. Established executives alongside emerging entrepreneurs. Buyers, talent, brand leaders and cultural voices exchanging ideas without the traditional barriers between them.

“There are plenty of events where we all walk into the same space, exchange cards and leave

THE WOMEN ON THE MIC · AUGUST 17, 2026

Four confirmed voices.
None here to perform.

Lana Kerr + CONFIRMED
Founder & CEO · CO2Lift® · Patent Holder, Topical Carboxytherapy

JuE Wong + CONFIRMED
CEO · Performance Beauty Group · Led Olaplex's \$1.55B IPO

Carrie Gross + CONFIRMED
Co-Founder & Chief Creative Officer · Dr. Dennis Gross Skincare

Julia Haart + CONFIRMED
CEO · Designer · Author · Star of Netflix's My Unorthodox Life

THE ROOM Panelists

without ever having a meaningful conversation. I wanted THE ROOM to feel completely different,” said Nina Lato, SVP of Global Marketing & Retail and Host of THE ROOM. “The guest list was built intentionally. The seating was built intentionally. Even the format was built around creating the kind of conversations and relationships that can actually move an industry forward.”

The result is an evening that sits somewhere between an industry salon, private dinner and live editorial conversation, and that is precisely the point.

The Brands Behind THE ROOM: A select group of partners will join CO2Lift® in bringing the evening to life, representing skincare innovation, biotechnology, fashion, hospitality and professional services.

Hyundai Bioscience, the parent company behind Dr.BRID C, joins THE ROOM representing the intersection of biotechnology and next-generation skincare innovation. Dr.BRID C brings a barrier-focused approach to skincare, reflecting the growing connection between advanced science, skin health and the future of beauty. Skin & Vine, founded by Kerri Hofmann, approaches skincare through the realities of modern life, with a focus on environmental exposure, barrier support and maintaining healthy-looking skin in an increasingly digital world. Be Cool As A Cucumber, founded by sisters Serra and Eda Levent, brings a performance-focused perspective to skincare, with products developed around adult acne-prone skin, recovery and barrier support. TAOS Inc., represented by Alicia Miletic, joins the evening from the world of beauty development and innovation, helping bring concepts from vision through formulation and execution. Vickie Riggs Designs adds a fashion and design perspective to the evening, further reinforcing THE ROOM’s intention to bring together voices from across the broader creative and luxury ecosystem. Also supporting THE ROOM is The Ashley Law Firm, extending the evening’s network beyond beauty into the professional community surrounding founders, executives and entrepreneurs. Hospitality partner Omni Berkshire Place rounds out the group, bringing one of New York City’s established luxury hospitality names into the experience. Together, these partnerships reinforce what THE ROOM is designed to represent: different industries, different perspectives and different forms of influence coming together around one table.

A Room Worth Watching: With a guest list spanning beauty executives, founders, physicians, retailers, editors, creators, entertainers and tastemakers, THE ROOM is intentionally intimate, but its ambitions are not. The evening reflects a broader shift happening across beauty: the lines between skincare, wellness, longevity, entertainment, media and culture are becoming increasingly difficult to separate.

The brands and leaders who understand those intersections are increasingly the ones defining what comes next.

On August 17, many of them will be in the same room.

And that may be exactly where the next conversation begins.

THE ROOM

August 17, 2026

Paros Tribeca | New York City

Presented by CO2Lift®

Invitation Only

About CO2Lift®

CO2Lift® is a science-driven skincare company focused on topical carboxytherapy and non-invasive approaches to skin health, rejuvenation and recovery. Founded by Lana Kerr under Lumisque, the CO2Lift® portfolio spans professional aesthetics, intimate wellness and consumer skincare, bringing advanced carboxytherapy technology into both professional and at-home beauty experiences.

Marketing CO2Lift®

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