

Live in Full Color is a celebration of the lifestyle brand's signature vibrant, inspiring essence

CHICAGO (September 23, 2024) - [Hyatt Hotels Corporation](#) (NYSE: H) has announced the launch of the "Live in Full Color" creative pop-up series by [Breathless Resorts & Spas](#), part of Hyatt's Inclusive Collection. The pop-up series, curated to reflect Breathless Resorts & Spas' vibrant and inclusive spirit, will bring trending artists to the branded properties throughout Latin America and the Caribbean this fall encouraging a welcoming community across all resorts that fosters social synergy, creative expression, and wow-worthy moments. Each activation will feature immersive pop-up experiences spanning art, fashion, music, and culture.

Aligning with the unveiling of the adults-only brand's pop-up series, Breathless Resorts & Spas is offering the [Live in Full Color Package](#) for travelers who book now through Oct. 31, 2024, for travel before April 19, 2025. For \$129 USD per person, guests can elevate their stay with a 25-minute massage and private mixology and yoga classes for their group. The package will also include a locally inspired welcome amenity to set the vibe for the trip such as chocolate covered strawberries with sparkling wine, a local handcraft, or a bottle of locally produced spirits.

"To 'Live in Full Color' embodies the Breathless Resorts & Spas socially sophisticated ethos; encouraging guests to celebrate every moment, create lasting memories and unleash creativity, all while being surrounded by chic, luxury accommodations," said Melanie Benozich, Associate Vice President of Marketing & Global Branding. "The [Live in Full Color](#) pop-up programming brings the unexpected to Breathless Resorts & Spas and provides a forum for storytelling that will inspire guests to color outside the lines and pursue their passions beyond the confines of the resort."

The upcoming Pop-up programming includes:

- **Breathless Riviera Cancun:** [Ben Johnson](#), the widely acclaimed celebrity sneaker artist, master customizer, and proud owner of *Sneaker Mechanic*, will be hosting a pop-up gallery of his custom work from **October 2 to October 5**, including a live, interactive shoe painting, a pop-up shoe art gallery, and sneaker design workshop where a few lucky guests will join him in designing their own sneakers. Each *Sneaker Mechanic* custom is a one-of-a-kind, handcrafted work of art, reflecting his commitment to excellence.
- **Breathless Cancun Soul:** Visit Breathless Cancun Soul® from **October 14-16** to encounter live painting sessions by [Marco Santini](#), an award-winning international impact artist known for his vibrant works and collaborations with Ringo Starr and Chris Martin. Guests will engage with Santini's creative process and contribute personal words to be incorporated into his art leaving a lasting mark on the resort experience.
- **Breathless Punta Cana:** Producer, artist, and vibraphonist [Justin Vibes](#) has written several chart-topping billboard records for many of today's best artists. Alongside his songwriting and production accolades, he has garnered millions of views showcasing his vibraphone performances, making him one of the most unique and sought after artists of today's generation. Justin will perform a unique vibraphonist performance of refreshed pop songs on **October 16th** and guests are invited to bring their most authentic selves and dance the night away.
- **Breathless Cabo San Lucas:** [Chef Laurent Dagenais](#), Known for his viral social media stardom and acclaimed cookbook, *Always Hungry!*, Chef Laurent Dagenais has attracted a loyal following across over four million followers on multiple platforms including TikTok and Instagram. With an esteemed reputation for making complex recipes fun and accessible, Chef Laurent will share his creative culinary techniques at Breathless Cabo San Lucas® with an intimate fireside chat and interactive Q&A on **October 19th**. Food enthusiasts will then be able to delve into the artistry behind his popular cooking style with an exclusive dinner inspired by Chef Laurent. Guests can experience select items from this limited-time menu throughout 2024.
- **Breathless Montego Bay:** [Pure Chocolate](#), a Jamaican chocolate company led by Chocolatiers and visionaries, Rennae Johnson and Wouter Tjeertes, will be hosting an immersive and interactive chocolate and rum celebration on **October 28th**, in conjunction with National Chocolate Day. The experience will include a brief history of the rum and chocolate's significance to Jamaica and will feature rum with a mix of traditional and unique chocolates including Pure Chocolates award-winning options like Dark Chocolate with Jerk seasoning. Guests staying at Breathless Montego Bay on Oct. 28 will be treated to a special Pure Chocolate sweet surprise with turndown service.

The Breathless Live in Full Color activations complement existing activities and entertainment at Breathless Resorts & Spas, which offer distinctive experiences for guests like a margarita bicycle, ice bath plunges, instructor-led art classes and more. These activations come at an exciting time for the brand as the Breathless Resorts & Spas portfolio is expected to continue with its strategic growth in 2025, with the anticipated opening of Breathless Puerto Vallarta Resort & Spa.

To learn more about the rewarding ways World of Hyatt members and guests can enjoy all-inclusive travel experiences such as Breathless Resorts & Spas's Live in Full Color programming or to book an upcoming stay, visit [BreathlessResorts.com](#).

For further information:

About Hyatt Hotels Corporation

Hyatt Hotels Corporation, headquartered in Chicago, is a leading global hospitality company guided by its purpose – to care for people so they can be their best. As of June 30, 2024, the Company's portfolio included more than 1,350 hotels and all-inclusive properties in 78 countries across six continents. The Company's offering includes brands in the *Timeless Collection*, including **Park Hyatt®**, **Grand Hyatt®**, **Hyatt Regency®**, **Hyatt®**, **Hyatt Vacation Club®**, **Hyatt Place®**, **Hyatt House®**, **Hyatt Studios**, and **UrCove**; the *Boundless Collection*, including **Miraval®**, **Alila®**, **Andaz®**, **Thompson Hotels®**, **Dream® Hotels**, **Hyatt Centric®**, and **Caption by Hyatt®**; the *Independent Collection*, including **The Unbound Collection by Hyatt®**, **Destination by Hyatt®**, and **JdV by Hyatt®**; and the *Inclusive Collection*, including **Impression by Secrets**, **Hyatt Ziva®**, **Hyatt Zilara®**, **Zoëtry® Wellness & Spa Resorts**, **Secrets® Resorts & Spas**, **Breathless Resorts & Spas®**, **Dreams® Resorts & Spas**, **Hyatt Vivid Hotels & Resorts**, **Alua Hotels & Resorts®**, and **Sunscape® Resorts & Spas**. Subsidiaries of the Company operate the World of Hyatt® loyalty program, ALG Vacations®, Mr & Mrs Smith™, Unlimited Vacation Club®, Amstar DMC destination management services, and Trisept Solutions® technology services. For more information, please visit www.hyatt.com.

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