

COACHELLA

ULTIMATE EVENT GUIDE

Your exclusive guide to the hottest parties,
key events and celebrities in attendance

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celebrity intelligence
The ultimate celebrity engagement tool

FRI, APR 14 - SUN, APR 16

Empire Polo Club

Coachella Festival (weekend one)

One of America's major music festivals. Takes place over two successive three-day weekends.

Contacts

- Coachella Festival
- press@coachella.com



Celebrities

Perform: Lady Gaga, Radiohead, Kendrick Lamar, Lorde, The Avalanches, The xx, Father John Misty, Bon Iver, Four Tet, Justice, New Order, Future Islands, Gucci Mane, DJ Khaled, Travi\$ Scott, Devendra Banhart, Empire of the Sun, Dillon Francis, Mac Miller, Steve Angello, Glass Animals, Mac DeMarco, Little Dragon, Banks, DJ Shadow, Richie Hawtin, Crystal Castles, Jagwar Ma, Broods, Sampha, Oh Wonder, Stormzy, DJ Snake, Martin Garrix, Two Door Cinema Club, Nicolas Jaar, Bastille, Röyksopp, Local Natives, Roisin Murphy, Warpaint, Blossoms, Porter Robinson, Madeon, Hans Zimmer, Marshmello, GROUPLOVE, Tove Lo, Jack Garratt.

Celebrities

Attend: Kendall Jenner, Kylie Jenner, The Atomics, Peyton List, Hannah Bronfman, Sara Sampaio, Jessica Hart, Poppy Jamie, Sofia Resing, Olivia Culpo, Delilah Hamlin, Shay Mitchell, Gabi DeMartino, Niki DeMartino, Shanina Shaik, Jasmine Tookes, Josephine Skriver, Bianca Balti, Brad Goreski, Aidan Alexander, Alisha Marie, Eva Gutowski, Gabriel Conte, Lauren Riihimaki, Lauren Giraldo, Maddi Bragg, Madison Davenport, Matt Shively, Taylor Spreitler

THU, APR 13

Embargoed, Palm Springs, California

Coachella: Halsey - personal appearance

Time undisclosed

Singer visits pop-up thrift shop off Highway 111 and gives personal festival styling sessions.

Contacts

- Jennie Boddy
- CAPITOL MUSIC GROUP (NY)
- jennie.boddy@umusic.com
- (212) 786 8636

Celebrities

Attend: Halsey

THU, APR 13

Palm Springs Air Museum

Coachella: Young Turks in Palm Springs

21:00 PST

FYF Fest hosts Coachella pre-party with London-based record label Young Turks. Ben UFO, Kamaiyah, and PNL also perform.

Contacts

- Goldenvoice
- press@goldenvoice.com

Celebrities

Perform: Four Tet, Francis and the Lights, Jamie xx, Sampha

THU, APR 13

Melvyn's

Coachella: NYCult x Playboy - party

22:00 PST

Creative direction and production agency and Playboy host party to celebrate the beginning of festival. RSVP essential.

Contacts

- Tommy Saleh
- NYCult - USA
- tommysaleh@nycult.com

Celebrities

Guest to be announced, [click here](#) for latest guests.

FRI, APR 14

The Galore Motel, Palm Springs

Coachella: Galore x Grindr Queens of the Desert

13:00 PST

Magazine and dating app team up to host daytime party. Invitation only.

Contacts

- Galore - USA
- rsvp@galoremag.com
- princeandjacob@gmail.com

Celebrities

Attend: Charli XCX, Brooke Candy
Perform: Taryn Manning, Jordyn Woods

FRI, APR 14

Private estate

Coachella: Desert Oasis by FORAY Collective

14:00 - 18:00 PST

FORAY Collective hosts an exclusive desert oasis party. Strictly invitation only.

Contacts

- 👤 Alex Neill
- 🏠 Be Social PR - USA
- ✉️ alex@besocialpr.com
- 📞 +1 858 764 0566

Celebrities

Host: Emily Ratajowski
Perform: Brody Jenner
Attend: Kaitlynn Carter, Becca Tilley, JoJo Fletcher, Jenny Cipoletti
Attend: Becca Tilley, JoJo Fletcher, Jenny Cipoletti, Karena Dawn, Katrina Scott, Brittany Xavier, Devin Brugman, Natasha Oakley



FRI, APR 14

Private residence, Palm Springs, California

Coachella: FUNBOY x SMASHBOX - party

14:00 - 18:00 PST

Novelty pool float company and cosmetics brand host exclusive event in Palm Springs. Strictly invitation only.

Contacts

- 👤 Cathy Jang
- 🏠 BPCM LA
- ✉️ cathy@bpcm.com
- 📞 +1 323 655 4741, +1 323 655 4841

Celebrities

🖱️ Guests to be announced,
click here for latest updates.

Rumored:
Shay Mitchell

FRI, APR 14

Embargoed, Palm Springs, California

Coachella: PrettyLittleThing.com x PAPER - party

15:00 - 20:00 PST

Fashion retailer and magazine host a party during the first weekend of the annual festival.

Contacts

- 👤 Amy Simon
- 🏠 PrettyLittleThing.com - UK
- ✉️ amy.simon@prettylittlething.com
- 📞 020 3598 7240

Celebrities

🖱️ Guests to be announced,
click here for latest updates.

FRI, APR 14

Bermuda Dunes, California

Coachella: NYLON x Coachella Midnight Garden Party

22:00 - 02:00 PST

Magazine hosts garden party.

Contacts

- 👤 Kristin Welton
- 🏠 NYLON - USA
- ✉️ kristinw@nylon.com
- 📞 +1 646 884 8215

Celebrities

Perform: Virgil Abloh, Johnny Wujek

FRI, APR 14 - SAT, APR 15

Private estate

Coachella: Victoria's Secret Angel Oasis

22:00 PST

Angels hosts a private party featuring a DJ set and beauty stations. Invitation only.

Contacts

- 👤 Milan Blagojevic
- 🏠 FULL PICTURE - USA
- ✉️ milan@fullpic.com
- 📞 +1 310 860 0505

Hosts & Performers

Host: Jasmine Tookes, Taylor Hill, Alessandra Ambrosio, Martha Hunt, Josephine Skriver
Perform: Alexandra Richards

FRI, APR 14 - SAT, APR 15

Embargoed, Palm Springs, California

Coachella: The Hyde Away

Time undisclosed

Hyde and Who What Wear host pop-up featuring appearances from Republic Records' Class of 2017.

Contacts

- Who What Wear - USA
- contact@whowhatwear.com

Celebrities

Perform: Joe Jonas, Giorgio Moroder



FRI, APR 14 - SUN, APR 16

Hard Rock Hotel

Coachella: Cîroc Summer Colada Take Over

Time undisclosed

Premium vodka brand hosts Coachella take over. Invitation only.

Contacts

- Blue Flame Agency
- rstender@blueflame.us.com
- 917 449 2447

Celebrities

Attend: Lea Michele, Ashley Tisdale

FRI, APR 14 - SUN, APR 16

ARRIVE, Palm Springs

Coachella: #HotelRevolve

Time undisclosed

Revolve hosts pop-up shop over the first weekend of Coachella. Features special appearances.

Contacts

- REVOLVE - USA
- marketing@revolveclothing.com

Celebrities

Attend: Jasmine Sanders, Olivia Culpo, Danielle Bernstein, Aimee Song, A\$AP Ferg, Natasha Oakley.

FRI, APR 14 - SUN, APR 16

Empire Polo Club

Coachella: Heineken House - weekend one

Time undisclosed

Heineken House returns to Coachella.

Contacts

- Caitlin Galeotti
- caitlin.galeotti@edelman.com
- +1 212 729 2494

Celebrities

Perform: Grandmaster Flash, George Clinton, BJ The Chicago Kid, Chuckie, Bone Thugs-N-Harmony

FRI, APR 14 - SUN, APR 16

Hilton Palm Springs

Coachella: Day Club Palm Springs Pool Parties - weekend one

Time undisclosed

The Hilton Palm Springs Hotel hosts annual Coachella parties. Nicky Romero headlines April 14, Skrillex hosts on April 15, while Sound Presents host on April 16.

Contacts

- Goldenvoice
- press@goldenvoice.com

Celebrities

Host: Skrillex April 15, Sound Presents April 16
Perform: Nicky Romero, April 14

SAT, APR 15

Rancho Mirage Estate

Coachella: Bootsy Bellows Party

Time undisclosed

David Arquette's popular Hollywood nightclub throws a party during the annual festival. Kylie Jenner, Hailey Baldwin and Cody Simpson attended in 2016. Also takes place April 22.

Contacts

- 👤 Ben Russo
- 🏠 EMC | BOWERY - USA
- ✉️ ben@emcbowery.com
- 📞 +1 323 857 0007

Celebrities

- 🖱️ Guests to be announced, [click here](#) for latest updates.



SAT, APR 15

450 S Monte Vista Drive

Coachella: Viktor&Rolf Flowerbomb Brunch

11:00AM - 13:00 PST

Fragrance brand hosts private brunch.

Contacts

- 🏠 BMF Media
- ✉️ info@bmfmedia.com
- ✉️ bookings@bmfmedia.com
- 📞 +1 646 455 0033

Celebrities

- 🖱️ Guests to be announced, [click here](#) for latest updates.

Rumoured:
Katie Rodgers

SAT, APR 15

Colony Palms Hotel

Coachella: CFDA - brunch

11:00 - 13:00 PST

The Council of Fashion Designers of America hosts invitation only brunch.

Contacts

- 🏠 CFDA - USA
- ✉️ info@cfda.com
- 📞 +1 212 302 1821
- 📞 +1 212 768 0515

Celebrities

Host: Emily Current, Meritt Elliott
Rumoured: Victoria Justice, Yara Shahidi, Jamie Chung, Tyler Posey

SAT, APR 15

Saguaro Hotel Palm Springs

Coachella: Wicked Delight x Dr. Fresch: Prescription Pool Party

11:00 - 18:00 PST

Palm Springs hotel hosts pool party. RSVP essential.

Contacts

- 🏠 The Saguaro Palm Springs
- ✉️ saparadh@thesaguaro.com

Celebrities

- 🖱️ Guests to be announced, [click here](#) for latest updates.

SAT, APR 15

Sparrows Lodge

Coachella: Levi's Brunch

12:00 - 15:00 PST

Denim brand hosts brunch with DJ performance from Abloh. Invitation only.

Contacts

- 🏠 Paul + Williams LA - USA
- ✉️ levis@paulandwilliams.com
- 📞 +1 310 858 3883

Celebrities

Perform: Virgil Abloh

SAT, APR 15

Embargoed, Palm Springs, California

Coachella: ZOEasis - style retreat

13:00 PST

The Zoe Report hosts festival activation. RSVP essential.

Contacts

🏠 Walker Drawas - USA
📞 (310) 854 6701

Celebrities

Perform: The Aces,
May Kwok
Attend: Rachel Zoe,
Brad Goreski



SAT, APR 15

Cree Estate

Coachella: Pandora Indio Invasion

13:00 - 16:00 PST

Online radio website hosts an afternoon pool party.
Charli XCX performs a DJ set.

Contacts

👤 **Brian Bumbery**
🏠 BB Gun Press
✉ brian@bbgunpr.com
📞 +1 323 904 9094

Celebrities

Perform:
Charli XCX

SAT, APR 15

Private Palm Springs Mansion

Coachella: 40z & Waffles x Coachella 2017

13:00 - 17:00 PST

Special backyard BBQ edition of LA summer series featuring different activations by various brands, including, but not limited to, a complimentary braid bar + 24kt Gold Tooth Gems from GBY Beauty, open bar all afternoon sponsored by Jay Z's own line of Cognac - D'USSE, Adult Sized Slip + Slide, Beer Pong tournament and other surprises by C.Luxe Brand Management & Sandra Quinn Real Estate. Address given upon confirmation.

Contacts

👤 **Charisse Curtis**
✉ charisse@cluxe.co
📞 +1 323 823 5002

Celebrities

Attend: Laura Wiggins,
Lauren Jauregui,
Christina Milian, Dennis
Graham, Laura Govan.

SAT, APR 15

Colony Palms Hotel

Coachella: POPSUGAR Cabana Club

13:00 - 17:00 PST

Fashion and beauty e-zine hosts pop-up Cabana club with performances from Ms. NIX, Daya and Brittany Sky.

Contacts

🏠 POPSUGAR - USA

Celebrities

Perform: Daya,
Brittany Sky

SAT, APR 15

Embargoed, Palm Springs, California

Coachella: Moschino x Candy Crush - party

22:00 PST

Fashion label and mobile phone game host private party.
Strictly invitation only.

Contacts

👤 **Juliana Shyu**
🏠 AEFFE - USA
✉ jshyu@aeffeusa.com
📞 +1 212 632 9300

Celebrities

Host: Jeremy Scott

SAT, APR 15

Tradition Aviation

Coachella: Neon Carnival

22:00 PST

Brent Bolthouse's annual carnival-themed party. Rihanna, Taylor Swift and Katy Perry attended in 2016. Invitation only. Levi's sponsors.

Contacts

Grace Fernandez
graceisabel@me.com

Celebrities

Performers:
DJ Ruckus, DJ Politik,
Jesse Marco



SAT, APR 15 - SUN, APR 16

333 E Palm Canyon Drive

Coachella: HYPEBEAST x Under Armour's HYPEBEAST Hotel

12:00 - 18:00 PST

HYPEBEAST and Under Armour team up to launch HYPEBEAST Hotel, a two-day multi-dimensional hotel takeover, merging the worlds of fashion, music, art and lifestyle.

Contacts

Erica Mapa
Cornerstone USA
ericamapa@cornerstoneagency.com

Celebrities

Perform: A-Trak,
Kittens, Zaytoven Leaf
and Promnite
Attend: Bisco Smith

SAT, APR 15 - SUN, APR 16

Palm Springs, California, CA 92264, California

Coachella: DEW Label Motel

12:00 - 16:00 PST

Mountain Dew hosts two-days of pool parties, live performances, DJ sets and live art installations.

Contacts

Kristen Mueller
Pepsico
kristen.mueller@pepsico.com
+ 194 767 7450

Celebrities

Perform: G-Eazy, Virgil
Abloh, Curren Caples
Attend: Members of the
DEW Pro Skate team
(Sean Malto, Theotis
Beasley, Curren Caples,
Chris Colbourn, and
Jordan Maxham).

SAT, APR 15 - SUN, APR 16

Ingleside Inn, Palm Springs

Coachella: Lucky Lounge Presents Desert Jam

Time undisclosed

Lucky Brand hosts party. Cyrus and Pell perform.

Contacts

Brian Feit
BMF MEDIA
brian@bmfmedia.com
(212) 591 0101

Celebrities

Perform: Noah Cyrus,
Pell

SAT, APR 15 - SUN, APR 16

Revolve Estate

Coachella: #RevolveFestival

Time undisclosed

Revolve hosts annual festival across the first weekend of Coachella in partnership with Billboard Music. Invitation only.

Contacts

REVOLVE - USA
marketing@revolveclothing.com

Celebrities

Guests to be
announced,
click here for
latest updates
Perform: Migos, Rick
Ross, A\$ap Ferg,
Lil' Jon, Amy Phan,
Brittany Sky, Chantelle
Jeffries, Kitty Cash.

SAT, APR 15 - SUN, APR 16

The Parker Palm Springs

Coachella: American Express Platinum House

11:00 - 17:00 PST

Coachella weekend one hangout for American Express Platinum Card Members, featuring exclusive Platinum SoulCycle classes with Stacey Griffith and premium food and drinks.

Contacts

- 👤 Lauren Williams
- 🏠 PMK*BNC (LA)
- ✉️ lauren.williams@pmkbnc.com

Celebrities

Performers: Hannah Bronfman, Bebe Rexha



SAT, APR 15 - SUN, APR 16

Private residence, Rancho Mirage, California

Coachella: Winter Bumbleland

13:00 - 18:00 EST

Dating app hosts party. Strictly invitation only. Address disclosed upon RSVP.

Contacts

- 🏠 FlyteVu
- ✉️ info@flytevu.com
- 📞 +1 615 942 0242

Celebrities

Host: Kendall Jenner, Kylie Jenner, Ashley Graham
Perform: Simi & Haze Khadra, Hannah Bronfman

SAT, APR 14 - MON, APR 16

Empire Polo Club

Coachella: American Express Onsite Experience

Time undisclosed

American Express introduces its first ever onsite experience for festival-goers at Coachella. In its American Express Experience tent, there is a robot-powered, interactive video activation that allows visitors to star-in and share their own mini music video.

Contacts

- 👤 Lauren Williams
- 🏠 PMK*BNC (LA)
- ✉️ lauren.williams@pmkbnc.com

Celebrities

Attend: Jennifer Fisher, Brad Goreski, Hannah Bronfman

SUN, APR 16

Bermuda Dunes, California

Coachella: Brunch at the NYLON Estate

12:00 PST

DJ duo hit the decks.

Contacts

- 👤 Kristin Welton
- 🏠 NYLON - USA
- ✉️ kristinw@nylon.com
- 📞 (646) 884 8215

Celebrities

Perform: Angel + Dren

SUN, APR 16

The Galore Motel, Palm Springs

Coachella: Galore x Sisterhood of Sound - brunch

13:00 - 16:00 PST

Magazine hosts poolside brunch to celebrate the Sisterhood of Sound. Other performers include LEAF and Alie Layus. Invitation only.

Contacts

- 🏠 Galore - USA
- ✉️ RSVP@galoremag.com
- 📞 +1 310 854 6701

Celebrities

Host: Fifth Harmony
Perform: Serayah, Alexandra Richards

SUN, APR 16

Embargoed, Palm Springs, California

Coachella: Katy Perry's Easter Brunch

Time undisclosed

Chained to the Rhythm hitmaker hosts recovery brunch featuring massages, an oxygen bar and a display of her Katy Perry Footwear collection. Invitation only.

Contacts

👉 Contact to be announced, [click here](#) for latest updates.

Celebrities

Host: Katy Perry

Perform: Mia Moretti, Balthazar Getty



FRI, APR 21 - SUN, APR 23

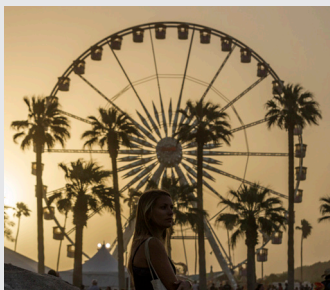
Empire Polo Club

Coachella Festival (weekend two)

Weekend two of one of America's major music festivals.

Contacts

🏠 Coachella Festival
✉ press@coachella.com
👉 [Click here](#) for more updates on Coachella weekend two.



Celebrities

Perform: Lady Gaga, Radiohead, Kendrick Lamar, Lorde, The xx, Travi\$ Scott, Father John Misty, Empire of the Sun, Dillon Francis, Mac Miller, Steve Angello, Glass Animals, Mac DeMarco, Little Dragon, Banks Bonobo, Richie Hawtin, DJ Shadow, Crystal Castles, Jagwar Ma, Broods, Sampha, Bon Iver, Future, DJ Snake, Martin Garrix, Gucci

Mane, Two Door Cinema Club, Nicolas Jaar, Bastille, Röyksopp, Local Natives, Four Tet, Roisin Murphy, The Avalanches, Warpaint, Stormzy, Justice, New Order, Porter Robinson, Madeon, Future Islands, Hans Zimmer, DJ Khaled, Marshmello, Kehlani, GROUPLOVE, Devendra Banhart, Tove Lo.

For all the latest updates on Coachella weekend two, visit our website by [clicking here](#).

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