



*the first social wellness club
in the middle east*

PARTNERSHIPS *community*

PEAQ is shaping the future of wellness by merging it with fashion, technology, and culture.

Through collaborations with global brands such as NARS, CELINE, and WHOOP, PEAQ becomes a cultural platform—hosting immersive experiences, serving as a backdrop for editorial storytelling, and integrating data-driven recovery into everyday routines.

At PEAQ, aesthetics meet performance, and community meets innovation. This is not just a wellness space—it's where the next generation of lifestyle is being defined.





Collaboration Formats

Format 1: Immersive Wellness Experiences

RED LIGHT · SOUND HEALING · SCULPT

- Intimate, curated sessions designed for meaningful brand storytelling
- Guided experience followed by social connection in the PEAQ lounge
- Ideal for beauty, wellness, and lifestyle brands

At-a-glance:

- Capacity: up to 12 guests
- Duration: approx. 2 hours total
- Exclusive venue use



YOU, ME, *oui.*
lagree & LIBRE
AT PEAQ *club*

A  STUDIO TAKOVER

Collaboration Formats

Format 2: Lagree Takeover

- Brand-led presence integrated into our core Lagree programming
- High-volume exposure across multiple classes
- Strong reach with minimal operational disruption

At-a-glance:

- 7–10 classes per day
- Up to 5 guests per class
- Typically executed over a weekend



Collaboration Formats

Format 3: Supper Club

- Intimate, invite-only dining experience
- Wellness, conversation, and community in a curated setting
- Ideal for premium, narrative-driven brands

At-a-glance:

- Capacity: up to 15 guests
- Full venue takeover

Brand Integration Opportunities

branded touchpoints

- Entrance & lobby mirror branding
- Co-branded cups at the PEAQ Bar (with extended in-venue exposure)
- Product placement within social and lounge areas
- Custom integrations aligned with brand objectives

(Specific placements and costs are shared as part of a tailored proposal.)





Indicative Investment Framework

partnerships at PEAQ are tailored based on scope, format, and objectives.

TYPICAL COLLABORATIONS MAY INCLUDE:

- Venue access & operational support
- Experience delivery (instructors, facilitation)
- Brand integration across physical and social touchpoints