

EventId: 952106

Halia Francis 06/30/2026 12:16 PM

Event Details

Event Id: 952106

Event Name: Victoria Beckham Portofino 97

Event Description: VB Beauty Product Launch

Event Type: Street Event

Event SubType: Street event, Medium

Permitting Agency: Street Activity Permit Office

Setup Date: 07/16/2026 08:00 AM

Start Date: 07/17/2026 09:00 AM

End Date: 07/24/2026 05:00 PM

Breakdown Date: 07/24/2026 06:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 200 to 499

Non Profit Organization: No

Received Date: 06/03/2026 11:23 AM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Ernest Liberati

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax: [REDACTED]

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	ELIZABETH STREET between PRINCE STREET and SPRING STREET Note: Beauty Product Launch in conjunction with Co-Sponsor Caffè Paradiso @ 202B Elizabeth St btw. Prince St and Spring St. A Temporary Curbside Caffè	Sidewalk and Curb Lane Closure	East		Manhattan	2	5	10012

installation in front of Caffè Paradiso East side of
Street and extending 15 feet North in Curb Lane.

Sponsor Details

Sponsor: VB Beauty US LLC
 Sponsor Address: [REDACTED] NY 10014
 Sponsor Email: [REDACTED]
 Sponsor EIN: 8 [REDACTED]
 Sponsor Phone: [REDACTED]
 Sponsor Cell:
 Sponsor Fax: [REDACTED]
 Sponsor Website: Productionx.com

Producer Details

Producer/Organization: Jana Day

Producer Address: [REDACTED]
 Producer Phone: [REDACTED]
 Producer Phone: [REDACTED]
 Producer Cell:
 Producer Fax: [REDACTED]
 Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,
 Affected Community Boards: 2,
 Affected Precincts: 5,
 Affected City Council Dist: 1,
 Affected Zipcodes: 10012,

Agency Instructions

- 1 The estimated attendance at this event is: 200 to 499.
- 2 There are plans to include live entertainment and/or celebrity appearances. Following are the live entertainment and/or celebrity appearance components: *Owner Vitoria Beckham and Husband Soccer Star David Beckham*
- 3 The event will contain the following commercial branding and/or advertising elements: *Name of Product and Brand Name - Victoria Beckham Beauty*
- 4 There will be red carpet, rope and/or stanchions used at this event.
- 5 The event will have on-site security. Following is the on-site security plan: *TBD will use NY state licensed Security Yes - Overnight*

security.

- 6 Sponsors of street fairs must submit a vendors list through the E-Apply Portal of all vendors including merchandising vendors who are approved to be at the fair.
- 7 Food and/or beverages will be sold or distributed at the event. **A DOHMH Temporary Food Service Establishment Permit (via DCA) is required.**
- 8 Alcoholic beverages will be sold, consumed or distributed at this event. **This will require eligible restaurants/businesses/caterers to obtain a Temporary Beer and Wine Permit from the NYS Liquor Authority.**

Event Conflict Details

[Refresh to see updated conflicting events](#)

1 conflicting events found

943061 (DOT - Open Street)

Restaurant Conflict Details

[View Conflicts on Map](#)

1 conflicting Restaurants found

Restaurant (Business Name)	Address	License Type	Applicant	Validity	Status
LOVELY DAY	196 ELIZABETH STREET, NEW YORK, NY, 10012	Roadway	CANTALOUPE, LLC [REDACTED]	3/13/2026 - 3/13/2030	Issued