

EventId: 980761

Halia Francis 10/01/2026 10:42 AM

Event Details

Event Id: 980761

Event Name: SharkBeauty Celestial Skies

Event Description: SharkBeauty pop up in Sephora Soho. Event permit is for sidewalk
line potentially out of the store. EVENT DATE 10/9 QUENE LINE
REQUEST - EVENT IS INSIDE OF STORE

Event Type: Street Event

Event SubType: Street event, Small

Permitting Agency: Street Activity Permit Office

Setup Date: 10/12/2026 10:00 AM

Start Date: 10/12/2026 11:00 AM

End Date: 10/12/2026 05:00 PM

Breakdown Date: 10/12/2026 07:00 PM

Event Status: Pending

Recurring Event: No

Event Other Details:

Attendance: 0 to 74

Non Profit Organization: No

Received Date: 09/28/2026 10:18 PM

Application Processing by: Halia Francis

Applicant Details

Applicant Name: Anna Jackson

Applicant Address: [REDACTED]

Applicant Country: United States of America

Applicant Email: [REDACTED]

Applicant Phone: [REDACTED]

Applicant Cell Phone: [REDACTED]

Applicant Fax:

Location Details

#	Location	Street Closure	Street Side	Closure	Boro	CB's	Pct	Zipcode
1	BROADWAY between PRINCE STREET and SPRING STREET	Partial Sidewalk Closure	West		Manhattan	2	1, 5	10012

Note: Directly in front of Sephora SOHO - 557
Broadway, New York, NY 10012

Sponsor Details

Sponsor: SharkBeauty

Sponsor Address: [REDACTED]

Sponsor Email: [REDACTED]

Sponsor EIN: [REDACTED]

Sponsor Phone: [REDACTED]

Sponsor Cell:

Sponsor Fax:

Sponsor Website:

Producer Details

Producer/Organization: VectorFive

Producer Address: [REDACTED]

Producer Phone: [REDACTED]

Producer Phone: [REDACTED]

Producer Cell:

Producer Fax:

Producer Email: [REDACTED]

Affected Zones

Affected NYPD Patrol Boro: Manhattan South Borough Command,

Affected Community Boards: 2,

Affected Precincts 5, 1,

Affected City Council Dist: 1,

Affected Zipcodes: 10012,

Agency Instructions

- 1 The estimated attendance at this event is: 0 to 74.
- 2 There are plans to include live entertainment and/or celebrity appearances. Following are the live entertainment and/or celebrity appearance components: *Influencer Claudia Saluewski will be on-site inside the Sephora Soho store from 12:00 PM to 2:00 PM for a meet-and-greet with customers. No stage performance or amplified sound is planned the appearance is limited to in-store guest interaction.*
- 3 The event will contain the following commercial branding and/or advertising elements: *The event will feature SharkBeauty branding tied to the launch of the Celestial Skies collection displayed inside the Sephora store product displays and signage. No exterior signage banners or branding is planned for the sidewalk or building facade.*

- 4 The event will be advertised. Following is the event advertising plan: *SharkBeauty will promote the event via a post on its Instagram account in advance of the appearance. All physical advertising and event signage will be located inside the store no exterior/sidewalk advertising is planned..*
- 5 The event will have on-site security. Following is the on-site security plan: *Sephora has in store security that we are utilizing for this event..*

Event Conflict Details

Refresh to see updated conflicting events

2 conflicting events found

713138 (SAPO - Embargo) 804541 (SAPO - Embargo)