ELIZABETH FINE JEWELRY · 2024 · BRAND ACTIVATION · STREET EVENT

Elizabeth Fine Jewelry

The St. Nicholas Avenue raffle

Elizabeth Fine Jewelry brought LMP in to bring the music to its raffle on St. Nicholas Avenue in Washington Heights on Saturday 24 August 2024, together with World Latin Star.

LMP's team ran the decks outside the store while the brand gave away jewelry to the neighbourhood — and LMP and Elizabeth Fine Jewelry posted the day together.



LMP's team outside the store, 24 August 2024.

Printed from iamlmp.com/advertise/campaigns/elizabeth-fine-jewelry-raffle/ on November 17, 2026 at 6:51 AM (New York time). Figures marked Live are as our automated feeds stood at that time — they refresh hourly to daily.

What we did

- Put LMP's team on the decks outside the store — DJ Zoom, Modelo Swing, Gaby Fusion, DJ Noel, Ivan Manito and Smurf
  - 140 DJs on the roster today
- Brought the music to the brand's raffle for the Washington Heights crowd, with World Latin Star
- Posted the day on LMP's Instagram and Facebook on 24 August 2024 — a collab with Elizabeth Fine Jewelry and World Latin Star
  - 32,000+ Instagram followers today
  - 90,000+ Facebook followers today

- Was a collaborator on Elizabeth Fine Jewelry's reel of the raffle on 31 August, in which the brand thanked St. Nicholas Avenue and congratulated the winners

- Shared it on LMP's DJ Discord, IAMLMP DJs

  671 members today

The numbers

Measured on our own platforms or taken from the campaign's own insights; anything estimated says so. The green badge means the figure was read today.

6,609

views of LMP's post from the day on Instagram

138 likes and 10 comments. A collab with Elizabeth Fine Jewelry and World Latin Star, so the count covers their audiences too.

INSTAGRAM INSIGHTS, OCT 2026

LMP's post on Instagram ↗ | The collab reel ↗

From the campaign



From the collab reel, 31 August 2024.

Run one with us

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