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## Link Up Lounge to Host ‘The Brand Lab’ on St. Croix, Blending Branding Insight With Live Entertainment

Set for Friday, March 27, at The Palms at Pelican Cove, the event will feature a live panel on branding and marketing with Isobelle Yousef, Arash Pahlavan, and Sydney Paul, moderated by Keva Muller, along with music and performance.

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Link Up Lounge is set to bring another community-centered networking experience to St. Croix this week with “The Brand Lab,” an event designed to bring together creatives, entrepreneurs, and professionals for conversation around branding, marketing, and collaboration.

The event is scheduled for Friday, March 27 from 7:00 p.m. to 11:00 p.m. at The Palms at Pelican Cove. Organizers describe it as the platform’s next experience in the Virgin Islands, created to

foster practical learning, meaningful dialogue, and authentic connections in an increasingly fast-moving digital environment.

A live panel discussion on branding and marketing will serve as the centerpiece of the evening. The panel will feature Isobelle Yousef, Arash Pahlavan, Kurtice Lewis and Sydney Paul, with Keva Muller moderating the discussion.

According to the release, the panel will explore issues such as brand identity, visibility, positioning, and how individuals and businesses can effectively communicate their value.

Organizers say the event is intended to go beyond the standard networking format by creating a setting where people across industries can come together in a way that encourages collaboration, creativity, and stronger community relationships.

The evening will also include live music by Kimo Dan and a special performance by Uncle Mundo, adding an entertainment element to the event's mix of education, culture, and engagement.

Link Up Lounge said it continues to grow its presence in the Virgin Islands by creating intentional spaces that move beyond traditional networking and place greater focus on collaboration, creativity, and community development.

The event is open to the public, and attendees are being encouraged to come prepared to engage, learn, and connect.

Link Up Lounge describes itself as a social and professional networking platform focused on creating spaces where creatives, entrepreneurs, and professionals can connect, collaborate, and grow. Through curated events and shared experiences, the platform says it aims to strengthen community engagement across the Virgin Islands.