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Blind Brunch & Shop eXperience™ Evolves Beyond Events & Transforms Local Businesses
Atlanta Entrepreneurs Launch Innovative Experiential Commerce Ecosystem

ATLANTA, GA, July 2026 — Following the success of its inaugural Founders' Edition, **Blind Brunch & Shop eXperience™** returns on **Saturday, July 18, 2026**, with its **Denim & Bling Women's Summer Fashion Edition**, inviting only **50 guests** to "**Unveil the Unknown**" during a luxury red-carpet shopping excursion designed to generate measurable economic impact for local businesses.

Founded by visionary entrepreneurs **Jermica "Jai" Tanner**, Co-Founder and Chief eXperience Architect and her sister **Jhernee' Sawyer**, Co-Founder and Executive Producer, **Blind Brunch & Shop eXperience™** is an **experiential commerce platform** built on a proven business ecosystem that intentionally connects consumers, boutiques, restaurants, strategic partners, media, and entrepreneurs through unforgettable live experiences, original media, and authentic storytelling that create lasting economic opportunity—not just memorable events.

The inaugural eXperience on **April 18, 2026**, demonstrated the concept's success as guests embarked on a surprise luxury excursion featuring **TDK Designs, Taste Boutique, Sea Salt Seafood Restaurant, Bink & Bougie Boutique**, and **Tracy Nicole Clothing**, while acclaimed author **Dr. Anita E. Hawkins** inspired attendees with powerful messages on healing, self-care, and purpose. Guests discovered each destination only upon arrival, creating excitement while intentionally directing purchasing power toward participating businesses.

Following the inaugural eXperience, the participating boutiques and restaurant gained increased exposure, new customer relationships, and repeat business. One attendee described the eXperience as "more than shopping—it's self-care and healing," while another celebrated the Producers behind the platform for intentionally blessing every participating business through the collective buying power of guests.

Hosted by nationally syndicated radio personality **Darlene McCoy** of Praise 102.5, the July 18th eXperience features luxury charter transportation, exclusive boutique shopping, exciting games and prizes, an elevated brunch, and surprise destinations, all professionally produced for the company's upcoming **Vertical Reality Series™**, extending visibility for participating businesses long after the live eXperience concludes.

Supporting the company's continued expansion is its flagship partnership with **So Luxe Services**. President **Jonathan Hider** serves as Blind Brunch & Shop eXperience™'s exclusive luxury charter partner and will facilitate transportation services as the experiential commerce platform expands nationally and internationally.

Looking ahead, the company will introduce the **Blind Brunch & Shop Honors** to recognize outstanding fashion designers, fashion industry influencers, and fashion business trailblazers while continuing its mission of celebrating excellence and creating opportunities throughout the fashion community.

"We believe eXperiences should do more than create memories — they should create opportunities," said Tanner. "Every eXperience is intentionally designed so guests discover, businesses grow, partnerships flourish, and communities become stronger together."

For tickets and more information, go to <https://www.blindbrunchshop.com/event-list> or follow **@blindbrunchshop** and **@jaiinspires** on Instagram.

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