



CHIC & COZY: MONEY NEVER \$LEEP\$

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photos: Diliana Florentin, Florentin Tsachev*

In Sofia, we might not have a Bank Holiday, but luckily we had Chic & Cozy: Money Never \$leep\$. As a brave experiment, this time we decided to create for our guests a FUN event related to banking, credit cards and banknotes – what an oxymoron. Our team was challenged to think of an exciting way for people to network and socialize after work, while discovering DYNAMIC Visa – the brand new credit card by Alpha Bank with lots of benefits for its holders.

MONEY NEVER \$LEEP\$



BEHIND THE SCENES

Inspired by Wall Street 2: Money Never Sleeps, we chose to focus on some of the most prominent elements of the material world: the dollar signs in the title, the apple (symbol of New York), the tie, the clocks with the different time zones, the business desk, the golden coins (made out of chocolate)... It all fit perfectly in the elegant atmosphere of Esterhasi Bar, where the ladies looked stunning in their summer dresses and the gents were sharp in business suits.

So to create a fun vibe, we had two parallel games. One was related to networking and it incorporated some of the banknotes no longer in use – the Spanish Peseta, the Greek Drachma, the Austrian Schilling, the French Frank, and the Deutsche Mark. At the door, people received an envelope with each of these banknotes. Then they had to choose one and to collect five identical pieces by

