

# NBA DRAFT WEEK HEATS UP: REBRAND NY UNVEILS THE DRAFT CAPSULE; AN EXCLUSIVE ONE DAY ONLY VIP EXPERIENCE

*REBRAND NY, a leading business strategy company for athletes, announces the official launch of The Draft Capsule, an unparalleled NBA Draft Week experience.*

NEW YORK, NY, UNITED STATES, June 18, 2024 /EINPresswire.com/ -- Today, REBRAND NY, a leading business strategy company for athletes, is proud to announce the official launch of The Draft Capsule brewed by Nespresso, an unparalleled pre-draft event featuring premier names in basketball, sports and culture.

This invitation-only experience will take place at NYC's world-famous Classic Car Club, and bring together NBA Hall-of-Famer Kevin Garnett and his viral show, KG Certified, in partnership with former NBA stars Quentin Richardson and Darius Miles from their acclaimed podcast Knuckleheads on The Players' Tribune, now in its 13th season. The trio will have unfiltered conversations with top draft picks, and special guests about basketball, life, and the road ahead for the next generation of NBA stars. Attendees will have the chance to experience an unparalleled pre-draft experience, engaging with influential brands, browsing VIP gifting suites, while enjoying complimentary food and drinks.

The draft event is about more than basketball; it will celebrate excellence on and off the court. The Draft Capsule is brewed by Nespresso, a brand synonymous with the highest-quality coffee. Throughout the event, Nespresso will help ring in summer with limited-edition, smooth and refreshing iced coffees made for warm summer days. Attendees will also have the opportunity to interact with The Players Tribune, the digital media company founded by Derek Jeter that created the blueprint for athlete-driven storytelling and The Enemy, a luxury street fashion brand designed in London and worn by global superstars such as Andreas Pereira, Gabriel Magalhães



and Sean Paul.

The Classic Car Club provides a stunning backdrop for the event with a fleet of the most iconic cars ever built - from Ferraris and Aston Martins to American muscle and modern racers. The Draft Capsule is poised to be the standout event during a busy NBA Draft Week.

#### About REBRAND NY

REBRAND NY is a client-centric, business strategy company for athletes. We serve the needs of our athlete network and business partners by cultivating relationships and identifying innovative business opportunities. With a keen understanding that an athlete's potential transcends sports, REBRAND is committed to empowering athletes to intently navigate their professional journeys, in order to master their evolution, and step into life's next venture with conviction.

[www.rebrandny.com](http://www.rebrandny.com)

#### About Nestlé Nespresso SA

Nestlé Nespresso SA is the pioneer and reference for highest-quality portioned coffee. The company works with more than 150,000 farmers in 18 countries through its AAA Sustainable Quality™ Program to embed sustainability practices on farms and the surrounding landscapes. Launched in 2003 in collaboration with the NGO Rainforest Alliance, the program helps to improve the yield and quality of harvests, ensuring a sustainable supply of high-quality coffee and improving livelihoods of farmers and their communities.

In 2022, Nespresso achieved B Corp™ certification – joining an international movement of over 7,900 purpose-led businesses that meet B Corp's high standards of social and environmental responsibility and transparency.

Headquartered in Vevey, Switzerland, Nespresso operates in 93 markets and has 14,000 employees. In 2023, it operated a global retail network of 791 boutiques. For more information, visit the Nespresso corporate website: [www.nestle-nespresso.com](http://www.nestle-nespresso.com).

#### About The Players' Tribune

The Players' Tribune is an online sports media platform that developed the blueprint for athlete-driven storytelling. Developed by athletes for athletes, The Players' Tribune brings together the athlete voice with the power of trusted and authentic narratives. By giving athletes premium tools and resources to create truly personal content and tell their stories, The Players' Tribune has reimagined the world of sports and culture globally, through the player's point of view. Co-founded by Derek Jeter in 2014, and acquired by Minute Media in 2019, The Players' Tribune provides creative partnership and a curated experience built on trust and representing the athlete point of view above all else. For more information visit [www.theplayerstribune.com](http://www.theplayerstribune.com), or interact with the team on Instagram, Facebook and Twitter.

For more information on REBRAND NY, and The Draft Capsule, brewed by Nespresso please contact:

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