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Industry 360 teams up with CultureCon to honour celebrity hairstylist Neal Farinah, tourism executive Petra Roach at the Caribbean Cultural Diplomats Experience 2025

25 September 2025 – New York, NY — The stage is set for a spectacular celebration of Caribbean excellence, as [Industry 360](#), in partnership with [CultureCon](#), will once again host the 3rd annual [Caribbean Cultural Diplomats Experience](#) in New York City. The highly anticipated, invitation-only dinner will take place on Wednesday, October 1, 2025, at Saint - one of the city's most sophisticated and intimate venues.

This year's edition will highlight the theme of *Mille Fleur: The Secret Garden*. The French term, whose translation means 'a thousand flowers', serves as both a metaphor and a mission which symbolizes the Caribbean's vibrant cultural ecosystem. In a landscape where music, fashion, media, food, The Arts, beauty and storytelling bloom in harmony, the Caribbean Cultural Diplomats Experience serves as a timely reminder that our regional talent is as limitless as it is

culturally rich. Guests will be invited to step into a lush, creative oasis that celebrates the depth, divinity and diversity of the region's contributions to global culture and community.

The evening will feature a Caribbean-inspired fine-dining menu curated by Chef Adam Waite of the award-winning Wyndham Grand Barbados, paired with bespoke cocktails by Jim Beam - setting the stage for a night of connection, inspiration, and cultural pride. The dinner will be followed by an after-soirée and will feature entertainment by DJ Danglez of Federation Sound; DJ Kayla; Grammy-nominated musician Hector Roots Lewis of Jamaica, Barbadian songbird Tionne Hernandez, and more.



The 2025 recipients of the Industry 360 Cultural Legacy Award: Petra Roach (left) and Neal Farinah.

At the heart of the celebrations is the **Industry 360 Caribbean Cultural Legacy Award**, the night's marquee moment, honouring two visionaries whose work has transcended borders and elevated Caribbean influence on the global stage:

- [Petra Roach](#) – As a globally-respected tourism executive and Director of Sales and Marketing at the Wyndham Grand Barbados, Roach has dedicated over two decades of service to positioning the wider Caribbean as a premier travel and cultural destination. Her leadership in sustainable tourism, hospitality and cultural advocacy has been a driving force that has significantly enhanced the region's global presence.
- [Neal Farinah](#) – The internationally-acclaimed celebrity hairstylist and Lead Global Stylist of Cécred, Farinah - who hails from the Republic of Trinidad and Tobago - is known for his service excellence in fashion and entertainment. Known for his elite client roster with iconic names as Beyoncé, Nicki Minaj and Mary J. Blige, it is Farinah's bold aesthetic, timeless beauty campaigns and humble beginnings that have helped illuminate the crop of talent from the Caribbean beauty landscape.

Reflecting on the growth of the Caribbean Cultural Diplomats Experience since its launch in 2023, [Tenille Clarke](#), Founder of Industry 360, shares, "The Caribbean Cultural Diplomats Experience was born out of an intentional desire to create a space where our brilliance could be celebrated without compromise. *'Mille Fleur: The Secret Garden'* is about honouring the

complexity and beauty of our culture, the many flowers that make up our Caribbean garden, and creating a moment where we can connect, inspire, and chart the future together.”

“CultureCon has always been about amplifying creativity and celebrating diverse voices. Partnering once again with Industry 360 for the Caribbean Cultural Diplomats Experience enables us to spotlight the Caribbean’s extraordinary cultural influence while building bridges across the diaspora,” says [Imani Ellis](#), Founder and CEO of CultureCon & The Creative Collective NYC.

In a move to foster broader regional collaboration, Industry 360 is also partnering with [Kickin It](#), an organization based in the British Virgin Islands focused on Caribbean creative development. Together, they will distribute free tickets to attend this year’s CultureCon experience, thereby promoting community building and peer-to-peer connection. This year’s CultureCon weekend-long event takes place on October 4 and 5 and will feature headliners such as Kerry Washington, Taraji P Henson, Jennifer Hudson and Michael Ealy. This year, the Caribbean Cultural Diplomats Experience is sponsored by the Barbados Tourism Marketing Inc., Chambers Media Solutions, Wyndham Grand Barbados, Jim Beam, GMT Live, Maya Winston and PR Girl Manifesto.

The Caribbean Cultural Diplomats Experience has become a fixture on New York’s Fall cultural calendar, drawing creatives, industry professionals, and cultural leaders from across the region and diaspora. With its signature blend of culinary artistry, meaningful conversation, and celebration, the 2025 edition promises to be an unforgettable night where Caribbean excellence takes centre stage. For tickets to the After-Soirée, visit <https://posh.vip/f/41a37>.

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About Industry 360

Industry 360 aims to bring a holistic, intentional perspective to the Caribbean framework of the creative industries through advocacy, outreach, and grassroots communications. Based in Trinidad and Tobago, its mission is to highlight specific, qualitative needs for emerging brands and to develop a network for budding professionals who wish to join the global community of creatives to contribute, build, and progress in a meaningful way. Among other mandates, this experiential ecosystem is a unique safe space for youth and a vibrant hub for gender development within the creative sector. Visit www.industry360.org for more details.

About CultureCon and The Creative Collective NYC

CultureCon is the ultimate creative homecoming, highlighting conversations that range from building a business to building a life. **The Creative Collective NYC** (TheCCNYC) is a community dedicated to curating brave spaces for diverse creatives and young professionals. Built from Imani Ellis’ one-bedroom apartment, the collective has now parlayed into the largest collective dedicated to providing networking events and resources for diverse creatives and young professionals. TheCCnyc’s marquee event is CultureCon, a conference celebrating the impact diverse voices have on culture.

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