With #CravingsFest, Chrissy Teigen Is Expanding Her Relatable Brand Into the Experiential

On the far west side of Manhattan, a sleek gray event space had been transformed into an Instagram-friendly, food lover’s paradise. Stations were set up across the perimeter of the room, doling out dishes like parmesan-crusted jalape?o grilled cheese and pad Thai carbonara in bite-size form. Off to the right, the walls were covered in… https://www.adweek.com/brand-marketing/with-cravingsfest-chrissy-teigen-is-expanding-her-relatable-brand-into-the-experiential/