

Community • Conversation • Intentional Living

LIVE WELL TOUR LOOKBOOK

Essence Festival of Culture

New Orleans, LA

July 3-5, 2026

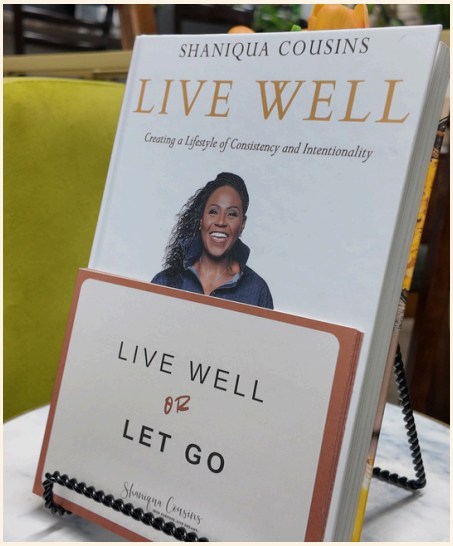
An Experience by Shaniqua Cousins World Group, LLC.

NEW ORLEANS, LOUISIANA

What a beautiful time we had! The Live Well Book Tour continues to create spaces for wellness, connections, and intentional living through community-centered experiences.









Venue: Essence Festival of Culture, We Love Us Marketplace. Ernest N. Morial Convention Center

Setup

TEAM BEHIND THE SCENES



Behind every Live Well Tour stop is a team committed to excellence, care, and creating meaningful experiences.

From setup and styling to guest welcome, product presentation, photography, and final details, each person plays an important role in helping bring the vision to life.

At Shaniqua Cousins World Group, LLC, we believe beautiful moments are built through preparation, teamwork, and intentional service.



What appears effortless is often the result of dedicated hands working together behind the scenes.

Setup Continued

TEAM BEHIND THE SCENES



Our team works with calm energy and purpose to help each guest feel seen, welcomed, and cared for from arrival to farewell.

Every table set, every product placed, every greeting offered, and every detail considered helps create the atmosphere guests experience.

Beautiful experiences are built before guests arrive. Excellence lives in the details.



We partnered with New Orleans based event company: Grand Events Management, led by Ms. Kelly Kirby.



EVERY TOUR STOP BEGINS THE SAME WAY

–With warmth, connection, and gratitude.

Guests are not simply attending an event. They are being welcomed into an experience centered around community, conversation, and intentional living.

From the first greeting to the first embrace, the goal is for every guest to feel seen, comfortable, and appreciated.

The Live Well Tour is designed to feel personal, uplifting, and memorable from the moment guests arrive.

Connection

Meaningful moments begin with genuine warmth.

Hospitality

Thoughtful touches help guests feel at ease.

Community

Shared experiences create lasting memories.





“Before the conversation begins, the atmosphere is already speaking.”









IN THE BOOTH



There was joy in the space.
There was laughter, connection, and meaningful conversation.

Women and men from different walks of life gathered together with open hearts and beautiful energy, creating a atmosphere that felt warm, uplifting, and genuine.

What made the moment special was not only the event itself, but the people who chose to be present.

Books were signed, stories were shared, and community was felt in real time.

The Live Well Tour continues to prove that when people gather with intention, something meaningful happens.

Essence Festival of Culture and The We Love Us Marketplace were a beautiful reminder that wellness also lives in connection.



Shaniqua Cousins L*ive Well Or Let Go* audience experience.

A guided reflection moment designed to invite honesty, laughter, perspective, and growth.

CONVERSATION MOMENTS

The Live Well / Let Go card experience invited guests to pause and reflect on everyday habits, mindsets, and patterns.

Each card presented a simple but meaningful prompt.

Guests were asked to decide:

LIVE WELL — keep it, nurture it, grow it.
LET GO — release it, rethink it, or make space for something better.

What began as a lighthearted activity quickly became a meaningful conversation filled with truth, laughter, and insight.

Sometimes growth begins with one honest decision.





Live Well Through Purpose-Driven Entrepreneurship.

Featuring A Values-Led Brand Conversation

WE LOVE US MARKETPLACE PANEL

The LIVE WELL movement was honored to participate in a conversation exploring the power of building businesses rooted in purpose, intentionality, and service.

The panel explored how entrepreneurs can remain aligned with their values while creating brands that inspire trust, foster community, and create lasting impact.

Panelists shared lessons on leadership, authenticity, and growing organizations that prioritize people as much as products and profits.

The discussion served as a reminder that the most meaningful brands are often extensions of the lives and values of the people who build them.

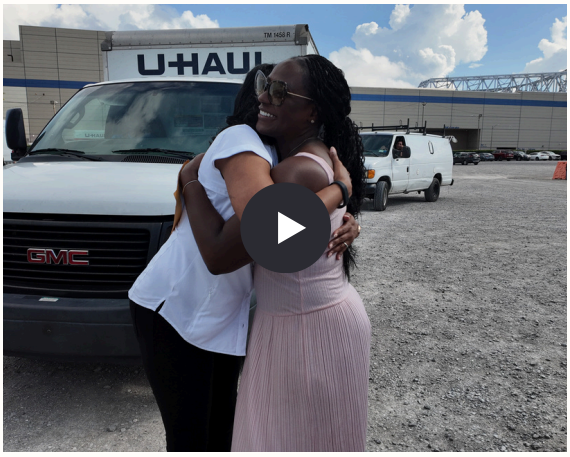
The LIVE WELL philosophy continues to demonstrate that wellness, entrepreneurship, and community are deeply connected.

When values lead, growth follows.



Left to right. Moderator Lauren Strayhorn, New Voices Foundation. Panelist: Shaniqua Cousins, LIVE WELL; Carrita Tanner-Cloud, Creativity Justified LLC; and Monique Curry-Mims, Civic Capital Consulting.

THE EXPERIENCE CONTINUES



Load In Day



Day One



Day Two



Day Three

Relive the joy, connection, and meaningful moments from LIVE WELL at Essence Fest. Click play to watch the official recap videos and join the interest list for the upcoming Shaniqua Cousins Live Well Retreat experience.

SCAN FOR LIVEWELL RETREAT SURVEY

Mother-Daughter Duo



The Essence Fest tour stop was beautifully brought to life through vision, storytelling, and heart.

Captured through the creative lens of rising filmmaker and university film major **Jada Cousins,** whose imagery preserved the joy, connection, and meaningful moments of the day.

Led and produced by **Shaniqua Cousins**, Host and Executive Producer, whose passion for community, conversation, and intentional living continues to shape the Live Well Tour experience.

Together, this mother-daughter collaboration reflects the power of family, creativity, and building something meaningful across generations.

On to the next beautiful thing — Live Well

Another Opportunity to Spread LIVE WELL



Shaniqua Cousins is a Quarter-Finalist in the 2026 Favorite Chef Competition!

What began in the kitchen has grown into a movement centered on helping people create healthier, more intentional lives.

Now, there is another opportunity to help move LIVE WELL forward.

Only the #1 Favorite Chef advances to the Semifinals on July 23 at 7p.m. PDT.

VOTE FOR SHANIQUA

Every vote helps move the line — and helps expand the reach of LIVE WELL.