A BEAUTIFUL MACHINE FEATURE /
WOMEN IN CULTURE

SHE HAS ENTERED THE CHAT

Two Women. One Big Idea. & a Whole Lot of Detroit.

BY BEAUTIFUL MACHINE STAFF | NOVEMBER 2026

Detroit's social scene is getting an interesting new addition, courtesy of two women who understand that a great experience requires more than a beautiful setting and a well-dressed crowd. Sofi K and Caroline Keating are bringing their creative talents together to introduce SHE, a women's experiential collective that puts a fresh spin on wellness, entrepreneurship, and the art of having a genuinely good time.





With a mix of curated events, lifestyle experiences, shopping, movement, and culture, SHE offers an appealing alternative to the usual social calendar. The concept is sophisticated without being stuffy, purposeful without feeling like work, and built around the idea that women deserve spaces where they can enjoy themselves while discovering something new. With their respective backgrounds in entertainment, hospitality, and creative marketing, Sofi and Caroline have the experience & imagination to make it happen.

Sofi K has spent much of her professional life understanding what makes people feel something.



A former singer, songwriter, musician, and recording artist, she brings more than a decade of experience in the entertainment industry to her work as an experiential producer and creative director.

Today, through her company, SOFI K LLC, she produces everything from intimate gatherings & brand activations to philanthropic events and large-scale productions.

Caroline Keating brings a different but equally valuable perspective. As the founder of Alre Marketing Co., a boutique creative marketing company, Caroline specializes in brand strategy, storytelling, creative direction, & experiences that help businesses establish meaningful relationships with their audiences. Her work combines human creativity with emerging technology, focusing on brands that want to be culturally relevant rather than simply visible. She believes the strongest brands don't just participate in culture, they help shape it.

Their partnership brings together two complementary talents. Sofi understands the emotional impact of an exceptional experience, while Caroline understands the strategy and creativity necessary to give that experience a lasting identity. Together, they're applying those skills to something they both believe deserves more attention: bringing women together in environments where relationships can develop naturally.

Traditional networking events have their place, but there's something wonderfully refreshing about meeting people without feeling obligated to deliver your professional biography before the appetizers arrive.

Through concepts such as SHE Moves, SHE Sourced, and SHE Pours, the collective is developing experiences centered on wellness, curated marketplaces, entrepreneurship, and social engagement. Women can discover local businesses, explore new interests, establish friendships, and potentially meet their next business partner without the awkwardness that sometimes accompanies organized networking.

There's also a meaningful commercial component to the concept. SHE creates opportunities for women-owned businesses, entrepreneurs, and emerging brands to introduce their products and services to audiences who appreciate discovering something new. For the business owner, it's an opportunity to connect

with potential customers in a more personal setting. For everyone else, it's an excuse to shop, socialize, and possibly discover something fabulous they didn't realize they needed.

One of the more interesting aspects of SHE is its interpretation of wellness. We typically associate the subject with exercise, healthy eating, meditation, and the occasional outrageously expensive smoothie. Sofi and Caroline believe the conversation should also include the relationships we develop, the friendships we maintain, and the communities that make us feel supported.



"A Little style, sophistication, and laughter can make the experience considerably more appealing."

For women balancing careers, families, businesses, and personal responsibilities, opportunities to step outside their daily routines and enjoy genuine social interaction can be especially valuable. SHE is designed to make those opportunities accessible, engaging, and enjoyable without turning self-care into another item on an already crowded to-do list.

What makes this partnership particularly interesting is that neither woman is entering the venture without experience. Their backgrounds in entertainment, fashion, marketing, hospitality, and production provide a strong creative foundation for what they hope to accomplish. They're developing a platform that supports women professionally and personally while acknowledging that a little style, sophistication, and laughter can make the experience considerably more appealing.

Detroit has always appreciated people who bring something different to the table, and Sofi K and Caroline Keating have an interesting proposition. They're creating an environment where women can support one another, discover opportunities, and build relationships without sacrificing the pleasure of simply having a wonderful time.

Personal growth doesn't always require a seminar, a motivational speaker, or someone explaining why you should wake up at five in the morning. Sometimes it begins with a great outfit, an interesting conversation, and finding yourself in exactly the right room. With SHE, Sofi and Caroline intend to make that room a very interesting place to be.