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Photo: Higor Almeida

With a proud publishing legacy that dates back to 1978, QVegas has been at the heart of Las Vegas' LGBTQ+ community for over four decades. What began as a grassroots newsletter has evolved into a dynamic weekly publication that informs, celebrates, and amplifies queer voices across Southern Nevada. QVegas is available in print at over 30 LGBTQ+ establishments, community nonprofits, and partner advertiser locations, making it a vital part of the local scene.

Beyond the printed page, QVegas connects with readers through a robust digital presence—on the web, across all major social media platforms, in our dedicated iOS app, and through weekly email blasts that keep the community in the know. Our coverage spans nightlife, entertainment, politics, health, advocacy, and the everyday stories that make up the diverse LGBTQ+ experience in Las Vegas.

As an advertiser-supported publication, QVegas is the most effective way to reach LGBTQ+ locals and visitors alike—offering unparalleled access to one of the city's most loyal and engaged audiences. In an era where equality rights are under attack nationwide, QVegas stands as a strong and unwavering community partner, committed to visibility, representation, and celebrating the power of queer voices.



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Drag Royale Ends in Dazzling Tie—Two Queens Share the Crown

Las Vegas never does finales quietly—and Drag Royale proved that in the most fabulous way possible. Ten weeks of fierce competition at Gipsy came down to a glitter-soaked tie, with two queens splitting the crown in a move that screamed “Vegas extra.” This wasn't just a competition; it was a season-long love letter to creativity, risk-taking, and the power of chosen family. For fans wondering, “Now what?” the answer is: more. Talent Royale launches in September, opening the stage to a new wave of performers—singers, dancers, comedians, and anyone bold enough to claim their spotlight. And because this city doesn't do droughts, Drag Royale Revue will keep the energy alive every Thursday night, featuring a greatest-hits lineup of the contestants you've cheered for all summer.

If your idea of a good time involves fewer sequins and more stemware, Azzurra Wine Bar & Shop in Henderson's Water Street District deserves your attention. Owner Windom Kimsey's vision marries modern design with neighborhood warmth, creating a space that feels effortlessly chic without being intimidating. The wine list leans adventurous—think crisp txakoli, playful Vermentino, and bold Paso Robles reds—while the shareables keep pace. Build-your-own bruschetta flights are a standout, the truffled Gouda on the charcuterie board is an instant favorite, and the Gnocchi Bolognese hits all the comfort

notes. Whether it's a pre-show warm-up, a post-show wind-down, or a “just because” kind of night, Azzurra is where conversation flows as easily as the pours.

And speaking of conversations worth having, mark your calendars: Social Media & Marketing Pro Conference takes over UNLV on September 13. Curated by Kevin Marco Roxas with the UNLV AMA, this event promises real-world strategies for a market like no other—where residencies, sports, and spectacle define the playbook. Expect actionable sessions, authentic inclusion, and networking that feels less like speed dating and more like building a creative coalition. It's a rare opportunity for students and pros to swap insights, launch collaborations, and leave with more than a LinkedIn request.

From late-night drag battles to candlelit tastings to a marketing summit that puts Vegas at the center of the conversation, this issue is a snapshot of a city that never stops performing—on stage, at the table, and in the boardroom.



Russ White & Garrett Pattiani
Publishers, QVegas & QLife Media



View this week's horoscopes at qvegas.com/horoscopes-are-a-drag.

VIRGO

AUGUST 2025

Honey, gather 'round and listen up! Picture this: a fabulous blend of sparkle and sass, where life is a runway and you're working it with every step. Strut your stuff with confidence, darling, because this month is all about making bold moves and fierce choices. You've got charisma, uniqueness, nerve, and talent, babe, so shine brighter than a disco ball and show the world that you're not just a star—you're the whole galaxy! Yas, queen!



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Meet Me at Azzurra Wine Bar: Water Street's Wine Room with a Soul

By Russ White and Ward Billieisen

Walk the Water Street District in downtown Henderson at golden hour and you can feel it—patios clinking, conversations stretching, a neighborhood finding its pace. Tucked into that rhythm is Azzurra Wine Bar & Shop the kind of room that turns curiosity into a house specialty. We came for flights and small plates; we left with a new favorite place to send friends who want a real conversation with what's in their glass.

This isn't a concept dreamed up on a spreadsheet. It's the latest chapter in owner Windom Kimsey's slow, thoughtful love affair with Water Street—the same one that started with an office building and a hunch. "We built an office down here and an employee said, 'You should have a coffee shop,'" Windom told us with a laugh. "Back then, Water Street was territory no one wanted to go to. Everyone turned me down." Eventually a team he knew said yes, the coffee shop opened, and the neighborhood started to change.

The restaurant came next. "I missed this Italian spot we all loved that had closed," he said. "At a Golden Knights event, I texted Walter—who ran front of house there—'Come look at Water Street.' Right timing, right energy. We cooked for the mayor, did a photo shoot, and I thought, this is going to work." That impulse became Azzurra Cucina next door—modern Italian with a neighborhood soul.

The wine bar idea, Windom swears, was always in the wings. The spark arrived on his wife's trip to Seattle: the host sent diners to a wine bar down the street while

tables turned. "Lightbulb moment," he said. "We close the coffee shop at 3; the space sits dark. Why not a wine room that dovetails with dinner?" The rest is what we tasted: discovery without pretense, hospitality without a script.

The room—and the way it behaves

Azzurra Wine Bar's palette is modern but unfussy—architect-clean lines; warm finishes that soften after sunset. Sit at the bar if you want to talk wine; grab a two-top when the goal is to sip and catch up. Service reads your mood quickly. We asked for breadth and got it—tastes poured before we committed, suggestions tuned to our plates, and not a single "because the distributor says so" upsell. Windom summed up the philosophy simply: "Let people try stuff. Discovery is the point."

We also love how the wine bar plays with dinner next door. If there's a wait, a glass at Azzurra Wine Bar turns delay into bonus time. Windom is even tinkering with a buzzer system so Walter can ping folks back to their table without anyone hovering over a phone. A Water Street "campus," you might call it—wander, sip, loop back.

The list: grocery-aisle-avoidant, conversation-forward

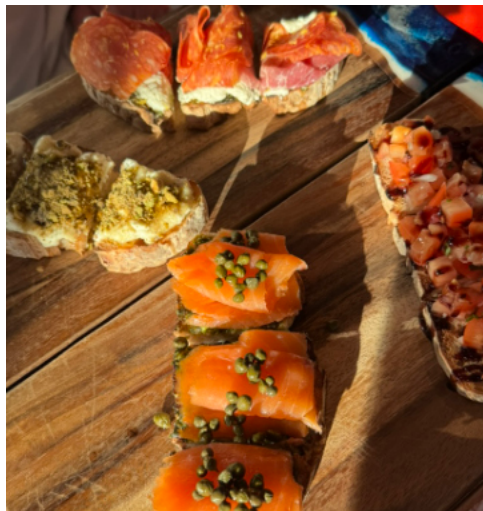
Azzurra Wine Bar & Shop's list is curated to avoid that déjà vu feeling you get staring down a supermarket shelf. "I want wines you don't see in the aisle, sprinkled with a few familiar names," Windom said. He's proud of the Italian bench, surprised guests with German dry whites, and has a soft spot for Greece—especially Assyrtiko from Santorini. Ask him why and you'll get a

traveler's mini-lecture—how vines sit low to the ground, basket-trained against wind, the way the island's stone shows up in your glass. "Drink it," he grins, "and you're there." (We believe him.)

We started coastal and bright with txakoli from the Basque country—Gaintza Getariako Txakolina—a beach-day snap of lime zest and sea spray, lightly spritzzy and perfect with salt (or a bowl of chips, if we're honest). Sardegna's Vermentino—Argiolas "Costamolino" 2023—shifted the mood to Mediterranean: citrus blossom, pear, a whisper of almond. It glided, where the txakoli zipped.

Red fans got a politely oaked Rioja Crianza (Calma 2019), all red cherry and sandalwood, the kind that calls for manchego before you realize you've asked for it. Then Daniele Conterno's Barbera d'Alba Superiore 2019, the most pairable wine of the night—plush fruit, bright acidity, low tannin, a diplomat with tomatoes and mushrooms. We finished with a bit of California swagger: "Diamonds in Space" Cabernet 2022 from Paso Robles—blackberry, mocha, cocoa-dust. It's a hug in a glass and downright flirty with anything grilled.

The retail wall doubles the fun—bottles you'll struggle to find at big box, priced to invite exploration. The by-the-glass program is generous, and staff will happily pour a taste to calibrate. Windom watches what moves and trims the rest. "We opened around seventy labels; we're near ninety now," he said. "We'll dial back to what people actually love." It's an alive list, not a museum.



Food that knows its job (and nails it)

We came to talk wine; we keep talking about the food. The wine bar's menu is built around shareables with real point of view—exactly what you want when you're tasting across a flight.

Start here: the board

The Small Board (\$25.95) arrived composed, not fussy—cheeses and meats that earned their place, accents that felt curated rather than decorative. The standout was a truffled Gouda with precisely the right hand on the truffle: aromatic, integrated, zero bully. Paired with those little sweet-tangy peppers, the cheese went from delicious to unforgettable. With the Vermentino, the almondy echo in the wine found the Gouda's bass note; we both paused and smiled. The Grande Board (\$39.95) is the obvious move for four—math you'll appreciate when plates keep drifting back toward center.

Reset your bruschetta expectations

Bruschetta (pick four, \$14.95) is the best bargain and a tidy little masterclass in pairing. Yes, there's a Classic Tomato—bright, garlicky, balanced—but the specials are where the kitchen flexes:

Smoked Salmon + Pesto (with capers) was the table favorite: oil meeting herb, capers popping like punctuation. The Vermentino loved every second.

Ricotta, Honey + Pistachio – fresh, lightly salted ricotta; honey that tastes like sunshine, not syrup; pistachios for crunch. The txakoli cleaned the slate after each bite and made the next taste feel new.

Spicy Calabrese + Pesto brought the heat and the fat; Barbera did what Barbera does—lifted, refreshed, begged another bite.

Caprese was a diplomat between wine colors, the taste of late summer on bread.

We sampled all five options by adding an extra—do that. It feels like a build-your-own flight where the kitchen is your co-pilot.

The clincher: Gnocchi Bolognese

We ended with Gnocchi Bolognese (\$25):



potato dumplings in a slow-cooked tomato sauce built on ground beef, pork, and veal. The blend matters—beef for backbone, pork for sweetness and fat, veal for silk—and Azzurra Cucina (from next door) gets the balance right. The gnocchi are proper: tender, delicate, no rubber bullets in sight. With Barbera, it's textbook: acid lifts richness; cherry cozies to tomato; bite meets sip and the table goes quiet for a beat. Our bowls were empty in that "we didn't mean to finish it, but of course we did" way.

The vibe, the value, the why

On Thursdays a guitarist threads melody through conversation; Fridays lean jazz. Programming shows up enough to keep things lively—paint-and-sip here, a trivia night there—without swallowing the bar's identity. Staff reads the room well: tastes offered, never pushed; nudges when you want them; space when you don't.

Value is where the neighborhood-first mindset shows. By-the-glass pours are fairly set; two interesting glasses here often cost less than a single cocktail at a strip-side lounge. The Bruschetta flight at \$14.95 is value you can taste, the Small Board is generous at \$25.95, and Gnocchi at \$25 is a smart anchor if you're turning a tasting into dinner. On bottles, the pricing encourages curiosity—take a flier on Assyrtiko or a volcanic Sicilian and you won't feel like you gambled on a hunch.

Windom is candid about the learning curve. "Americans are drinking less," he joked, referencing a stat he'd read. "So the question is, how do we make the people who are drinking want to drink better?" His answer: keep the room welcoming, keep the prices sane, and make discovery easy. He's hands-on with the list ("I'm not a sommelier, but I drink a lot of wine") and happy to course-correct when something sits too long. The goal isn't to show off; it's to keep the energy moving.

We also appreciate the neighborhood nod baked into the brand. The color, the name—Azzurra, Italian for "blue," a wink at the national soccer team—ties back to the restaurant. The wine bar itself acts like a living room for Water Street. Teachers, firefighters, city and county workers wander



through; regulars wave at Walter; newcomers get a short, friendly tour of the list. It feels like a place built by people who actually live here—which, not coincidentally, it is.

Pairing cheat sheet (use freely, claim as your own)

Txakoli + anything salty/crisp (anchovies, olives, chips): the spritz and saline make snacks feel like a proper aperitivo.

Vermentino + Smoked Salmon + Pesto: oil meets herb, capers bridge to citrus; it's why Vermentino was invented, we're pretty sure.

Rioja Crianza + cured meats: oak spice meets spice; sandalwood finds smoke.

Barbera d'Alba + tomatoes (Classic Tomato bruschetta, Gnocchi Bolognese): acidity is your best friend.

Paso Cabernet + BBQ or chocolate: sometimes subtlety is overrated.

The verdict

Azzurra Wine Bar & Shop clicks because it remembers why we go out: to feel looked after while we learn something new. The room is handsome without being performative; the list is smart without gatekeeping; the kitchen respects the difference between simple and simplistic. And threaded through it all are Windom's traveler's anecdotes and neighborhood pragmatism—the coffee shop that started it, the Golden Knights text that nudged a restaurant into being, the Seattle wine-bar lightbulb that made the wine bar & shop make sense.

Is it worth the drive? Yes. For locals, it's the shorthand plan you don't have to overthink. For visitors, it's proof that Water Street is now a destination on its own terms. We walked out under the Henderson night talking about truffled Gouda of all things, the way those peppers made it better, and how culinary confidence often hides in the "simple" column. Mostly, we talked about coming back—because Azzurra Wine Bar & Shop is the rare place that makes next week feel like an inevitability.

Azzurra doesn't try to be everything. It tries to be itself—hospitable, curious, delicious—and that, we think, is exactly enough.



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SOPHIA KENNEDY

DRAG *Royale*

Sophia Kennedy didn't stumble into a crown—she engineered it. Across ten high-pressure weeks of *Drag Royale* at Gipsy, she delivered calculated risks, exacting glamour, and performance choices that revealed a queen who knows precisely who she is and what she wants. The headline might be a season finale; the story is a years-long climb powered by pageant polish, competitive fire, and a working artist's discipline.

"I'm a very competitive person," she says without flinching. "I come from the pageant world. When I'm there, I'm there to be the best version of myself." In a season famous for twists, wardrobe whiplash, and judges who don't hand out compliments lightly, Sophia's edge was simple: relentless focus. It showed—in the runway, in the challenges, in the way she absorbed feedback on Sunday night and weaponized it by the following week.

Drag Royale may have ended in an unexpected finale, but the arc of the season is crystal clear: Sophia arrived prepared, pushed herself further, and left the stage with Vegas fully awake to what she can do.

Built for the Spotlight

Sophia speaks with the steadiness of someone who's done this before—because she has. The pageant lineage is there in her lines, her pacing, and the structural integrity of her looks. What reads as "effortless" on stage is the result of process: mood boards, fittings, a team that knows her taste, and a queen who understands proportions, movement, and the camera's eye.

"I think I'm most proud of showing Vegas who Sophia Kennedy is," she says. "People knew me from performing around town, but this competition let me build a complete picture. I didn't do it alone—I had a team—but I represent that."

That "complete picture" wasn't just aesthetic. Week after week, she presented different modes of drag—high-fashion evening, pop-diva precision, narrative-driven reveals—without ever losing the signature throughline.

A Lesson in Taking Notes

A lot of queens hear critique; fewer metabolize it. Sophia did both. "I've never done a competition like this," she admits. "I'm hotheaded. But I learned to take feedback and truly apply it the next week. That surprised me." The result was cumulative momentum. Challenges stopped feeling like isolated events and started reading like chapters in a singular, intentional campaign: tighten the silhouette, heighten the story, honor the reference, and never let the heel wobble.

That discipline revealed itself most clearly near the end of the season—precisely when adrenaline can trick even seasoned performers into overreaching. "Finals night was eat or get eaten alive," she says. "I gave it my all." No flailing, no excess; just a queen who had rehearsed the hard parts and trusted the rest.

Two Stages, One Voice

With residencies at both Gipsy and Piranha, Sophia is stepping into a uniquely Vegas role: a queen who must be a headliner and a home base, an attraction and an anchor. She is ready. "These are iconic clubs," she says. "But I'm not going to stop being me. I got here by being myself. I'll remain humble and bring the best of me no matter where I work." The message to the community—especially newer performers—is deliberate: the room is legendary, but the work still happens in the mirror, the rehearsal studio, and the group chat with your team at 1:47 a.m.

Her ethos also insists on accessibility. "There's always something going on in the world that makes people anxious," she says. "When I step on stage, my hope is to take someone away from the real world for five minutes—to bring them into the illusion I'm creating and let them enjoy the journey." It's escapism with a pulse, glamour with intention.

Signature Moments: Pride and the Teal Finale

Ask fans to pick a "Sophia moment," and two keep coming up. First: the Pride Challenge, when she walked out in a custom look that rhinestoned her surgical scars—an act of candor rendered in light. "It was about living authentically," she says. The effect was double-edged: exquisitely beautiful and profoundly human. In a season thick with references, this one was a revelation—Sophia refracted through her own history.

Second: the finale. The gown was textbook elegance; the teal-blue hair turned the page. It sent a message that's easy to hear and hard to deliver: restraint is not the opposite of drama. The silhouette elongated; the palette vibrated; the overall read was old-Hollywood vantage with new-Vegas voltage. It was the look of a queen who knows the camera and trusts the seam.

The Competitive Mind, at Work

Sophia describes herself as "focused," but the subtext is operational excellence. She plans seasons the way some performers plan single nights. She balances sisterhood with self-mastery. She can be warm, generous, and genuinely proud of other queens—and still compete like the rent is due.

"I got close with some of the girls," she says. "But I'm there to do a job." The "job," in her vocabulary, isn't just a booking; it's the professional ritual of drag itself: assemble the right collaborators, execute cleanly, own the stage, leave them wanting more. That's not cold—it's clarity. And Vegas, a city that rewards consistency as much as it prizes spectacle, recognizes the difference.

Community, Not as Slogan but Practice

Sophia's definition of community is tactile: ticket stubs, wrist stamps, the clatter of ice at the bar before the houselights dim. "It's



connecting with people—no matter who you are or what you represent—and sharing the same experience," she says. "These are hard times. We need to stick together more than ever. In numbers."

That philosophy also shapes how she handles public friction. "Remember where you come from. Remain humble. Remain kind. Don't burn bridges," she advises younger performers—and peers. "You never know when you'll need a hand to feed you again." It's a reminder perfectly suited to an era when a 30-second clip can eclipse a three-hour rehearsal: the internet is fast; relationships are slow. Protect both.

What's Next: A Plan, Not a Wish

Sophia does not hide her ambitions. "I'm very ambitious—some might say too ambitious," she laughs. "But if you're not ambitious, you'll never accomplish something." She has auditioned for RuPaul's Drag Race "probably twelve times," each round a checkpoint in an ongoing evolution. She wants TV, too—not as novelty, but as medium. "That's where I belong," she says, and she delivers the line like a thesis statement rather than a daydream.

In the meantime, Vegas is the perfect proving ground: a nightly lab for narrative, look development, and crowd intelligence. There are audiences here who will tell you, immediately, what landed and what needs another pass. There are also opportunities to scale: a number that kills at 1:15 a.m. on a Saturday might be ready for camera six months later. Sophia is structuring a career to make those jumps efficiently and with integrity.

What She'd Tell the Baby Queens

Sophia's advice is deceptively simple because it's maddeningly difficult: keep going. "To my younger self in those first wobbly heels: keep going, girl. Keep swimming. It gets better." To newcomers: "Remember where you come from. Stay humble. Stay kind. Don't burn bridges." None of that trends on TikTok; all of it builds careers.

She also leaves room for joy—the silly, specific details that remind us why we love drag in the first place. Asked to imagine a Sophia-themed slot machine, she doesn't hesitate: "A heel, a lipstick, and scissors." Stranded on a desert island with one item from the drag kit? "Hairspray. Multi-purpose." Walk-on theme if she had to enter a room full of exes? "Boss Ass Bitch." One song she'd erase from every drag playlist forever? "Bang Bang." (DJs, you've been warned.).

These aren't throwaway answers; they're a mood board. The heel and lipstick signal glamour; the scissors nod to construction; the hairspray is problem-solving in a can. The cocktail is exactly like her performances: sweet, bright, and calibrated to go down easy while packing a memorably fizzy kick.

The Real Achievement

It's tempting to summarize Sophia's Drag Royale season with a single image—a teal wave of hair, a rhinestoned scar, a confident pivot mid-number. But the real achievement is infrastructural. She built a performance machine that runs on intention: assemble talent, draft a narrative, sweat the details, deliver the moment, learn from it, and come back sharper next week. That's not just how you win a title; it's how you build a platform.

"Winning isn't the finish line," she says. "It's an opportunity." An opportunity to show up nightly for two of the most storied queer stages in the country. To become the reference point for a new class of Vegas drag kids figuring out how to balance artistry and ambition. To turn a competition arc into a career arc.

Sophia Kennedy didn't merely have a great season—she proved she belongs in Vegas's drag canon by doing what the canon demands: craft, consistency, and the courage to be clear about who you are. The lights were bright. The scrutiny was real. The runway was unforgiving. And she made it all look designed for her.

That's not luck. That's mastery.

Photo: Jacob Lopez



LEXÚS CHANDALIÉR

DRAG *Royale*

On a hot Las Vegas night inside Gipsy Nightclub, the final spotlight of Drag Royale didn't pick one queen—it split like a prism. When the dust settled and the cheers finally hit a decibel the sound system could only dream of, Lexús Chandaliér and Sophia Kennedy shared a first for the competition: a co-win. For Lexús, the tie wasn't a consolation or a compromise. It was amplification.

"Everything will be better. It'll be double," she says of sharing the crown. Double the creativity. Double the inspiration. Double the ideas for next season's competitors and next month's shows. In her mind, a split crown doesn't divide—it multiplies. "We both put in the work. We both deserved it." And yes, she laughs, they also both got the same prize. Balance restored. Glitter secured.

Lexús didn't see the tie coming. She performed first among the final four and had no read on what the others were about to serve beyond what she'd glimpsed in the dressing room. Even after the last lip sync, she expected a single name to be called. When it wasn't, the surprise hardened instantly into delight. "I like it. It's cool," she says, with the soft confidence of someone who knows what the moment means, both for herself and for the show.

A Season of Stretch

Ask Lexús what she's proudest of and the answer arrives without ornament: range. Throughout Drag Royale, she set out to step beyond what people thought they knew about a "Lexús number."

"I touched places I didn't know were possible for my creativity," she says. The result wasn't just a checklist of challenges; it was a widening of her own idea of Lexús.

That expansion included nerves and a few human moments—the kind that win audiences over as much as a clean eight-count.

"During my final dance performance I was just thinking, 'Please let this hair stay out of my face,'" she jokes. Those practical thoughts lived right next to the muscle memory of a working artist who performs all the time. "I was excited. A little nervous going first, but excited." The adrenaline didn't rattle her so much as remind her that she loves a live room.

Why She Threw Her Wig Into the Ring

Before Drag Royale, Lexús felt like she was in a holding pattern. Working in Vegas, she was steady and visible, but booking similar gigs and feeling, as she puts it, "pretty constant." Then Roman floated the competition—and the prize package. The path sharpened quickly. "Winning this would put me where I want to be," she remembers thinking, "and I'd get to work at Piranha." The platform and the payoff aligned. "It goes hand in hand. Why not?"

That "why not?" became a throughline. For Lexús, Drag Royale wasn't a detour; it was the fastest way to the next chapter—a way to prove she could move the room with more than dancing, to show booking managers and fans alike a fuller spectrum of who she is as an entertainer.

The Joy of a Girl Group (and a Backstage Bonus)

Every season of a competition has That Week—the one people still talk about at brunch. For Lexús, it was the girl-group challenge. The rehearsal process clicked, the looks snapped, the staging tightened, and their chemistry turned into a clean, joyful set. “We looked really good,” she says, beaming at the memory. More importantly, they had fun. “I won that week, period.” It’s not just the trophy that lives in her voice when she says it—it’s the pride of a well-oiled collaboration.

Her favorite behind-the-scenes memory came earlier: a goofy, delightful idea she and Sophia cooked up to film “workroom entrance” clips backstage, RuPaul-style, in the Piranha dressing room. “We did the walk-ins and name drops like on Drag Race,” she says. Somewhere that video exists, she insists—and she hopes it resurfaces. It’s a perfect snapshot of the season’s spirit: serious artistry with an unserious heart.

From Beaumont to Houston to Vegas

Every queen has a first time. Lexús’s started in Beaumont, Texas—a small city with a big surprise. She didn’t even know there was a gay bar in town until a cousin led the way. One Halloween later, “a Halloween baby” was born. The early rush gave way to hunger; she wanted to be booked and paid. A local gatekeeper promised a booking if Lexús entered a pageant—against her. “It was just me and her,” Lexús says. “I ended up beating her.” The booking never came.

Instead of sulking, Lexús packed. “I left Beaumont and went to Houston,” she says. In the big-city scene, Lexús Chandelíer took shape for real—discipline, polish, a sharper point of view. The move reads like a plot twist. In reality, it’s a manifesto: when the door won’t open, change buildings.

The Actor Steps Forward

If Drag Royale offered any personal revelation, it was this: Lexús doesn’t just act; she loves acting. “I’ve always known I could act,” she says with a grin, “but I found a deeper love for it.” Dance may be her fluency—no one on the strip would argue she can’t serve an aerial split and a clean pop—but theater is where she feels her most expressive. “I love to be theatrical,” she says. The season’s Broadway pivot wasn’t a stunt; it was a map of where she’s headed.

Slay, Heal, Disrupt

What drives her when the lights go up? Lexús resists the false choice. She slays, yes—the high-glam assassin who wants you to remember exactly how she made you feel. She heals, too, channeling what life hands her into performances that make space for an audience’s feelings as much as her own. And sometimes she disrupts—not to shock for shock’s sake, but to insist on visibility. “Hey, I’m here. This is what I can do. Don’t forget it.” For Lexús, drag is the



permission slip and the microphone.

The Residencies: Gipsy and Piranha

There are queer venues, and then there are queer landmarks. Gipsy and Piranha are the latter. Lexús knows exactly what it means to be invited onto those stages not just as a guest, but as a regular. “Everyone knows Piranha and Gipsy are the go-to places,” she says. Out-of-towners know them. Drag Race girls know them. Locals live at them. “People back home got to see where I started,” she adds. “Now they’re watching me work in Las Vegas at Piranha.” That full-circle glow hasn’t dimmed.

For Lexús, the job isn’t only what happens under the lights. It’s also what happens in the aisles and on the patio—meeting people as a person, not just an image. “When I’m offstage at Gipsy and Piranha, I talk to folks,” she says. “They see who I am, not just the stage girl.” That connection pulls people back—first to say hi, then to plan a night around seeing her again. It’s art as hospitality; performance as invitation.

What She Brings to the Night

Ask Lexús to define her Vegas contribution and she frames it as a blend. She is a “mixture of generations,” a queen who adores the classic silhouette and charisma of old-school drag—the glamour, the command, the wink—and loves the high-polish, “fishier” aesthetics of the modern era. Big hair. Beat face. Cinematic movement. It’s not either-or; it’s both, layered thoughtfully. She doesn’t just dance. She doesn’t just act. She builds a composite in real time: a character who arrives fully formed, moves like a pop star, and looks like a magazine spread.

That synthesis is why Drag Royale mattered. The season gave her a runway to show it—week after week, runway after runway—until the picture was undeniable.

What’s Next

Co-winning is a milestone, not a finish line. Next up: a Southern swing, with a Houston stop that feels as symbolic as it is practical, and Florida dates on the vision board. The tour runs roughly September 18–24, a

quick-hit burst that lets Lexús bring her Vegas era back to the roots that built her. Beyond that, she’s thinking nationally. She won’t tip every card, but you can hear the strategic clarity in the way she talks about what Drag Royale unlocked. The point isn’t to be everywhere; it’s to be exactly where she belongs.

Advice to the Babies

If she could pass a note to her younger self—and to the baby queens picturing themselves on a Vegas stage—Lexús would keep it simple: have fun. “Don’t overthink it. Be yourself.” There’s no wrong way to make your art, she insists. When you’re actually having fun, the static of judgment fades; the rules feel less like fences and more like suggestions. “No one can judge you for being yourself,” she says. Onstage, authenticity is the one thing that can’t be taken away.

The Message, Plain and Sparkling

What does Lexús want Vegas to know as she settles into her residencies at Gipsy and Piranha? “Get ready to experience something you’ve never seen before,” she says. Not a single trick, but every side of Lexús—old-school glamour, new-school gloss, Broadway heart, club-kid precision, and that particular brand of stage presence that makes a packed room feel like a private conversation.

If Drag Royale was her laboratory, the residencies are the showcase. The co-win with Sophia Kennedy didn’t split the moment; it doubled it, freeing Lexús to build out a bigger canvas with more collaborators, more ideas, and more instincts she now trusts. The arc from Beaumont to Houston to Las Vegas is already a story. But with the crown on her head—shared, shining, and hard-won—it’s also a prologue.

Catch her in the coming weeks at Gipsy Nightclub and Piranha Nightclub, where the shows are equal parts invitation and event. The music will hit. The hair will (mostly) stay out of her face. And the message will be unmistakable: Vegas, meet the Lexús era.

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Social Media & Marketing Pro Conference Debuts at UNLV, Uniting Creators, Brands, and Students for a Vegas-Born Marketing Summit

Las Vegas has always been a masterclass in marketing. The Strip glows like a global billboard, sports franchises sell out seasons before jerseys even drop, and a single viral moment from a nightclub stage can echo around the world by morning. Yet for a city that exports attention as a product, there's never been a truly homegrown, annual gathering where the people who actually build that attention—brand leaders, content creators, designers, strategists, and students hungry to become all of the above—could swap playbooks and push the industry forward together.

That changes on Saturday, September 13, 2025, when Social Media & Marketing Pro Conference lands at the UNLV Student Union Theater, launching what its organizers hope will become the city's signature social media and marketing conference. Founded by Las Vegas marketer and community connector Kevin Marco Roxas in partnership with the UNLV American Marketing Association (AMA), the event is designed to do more than run panels and hand out swag. Social Media & Marketing Pro Conference wants to give Las Vegas the community stage it's been missing—and to make sure students and emerging talent have an affordable seat in the room.

Why now, why Vegas

If you work in marketing, entertainment, hospitality, or the creator economy, the last few years in Las Vegas have been...well, a lot. Blockbuster residencies. A Super Bowl. A Formula 1 takeover. A brand-new, planet-sized LED monument to content (hello, Sphere). Layer on the nonstop evolution of social platforms and the rise of short-form video, and Vegas has become a living laboratory for how culture, commerce, and creativity collide.

Roxas saw both a gap and an opportunity. The city routinely imports national conferences led by out-of-town voices, but it hasn't consistently showcased the homegrown leaders building world-class campaigns in our backyard—or the students who want to join them. Social Media & Marketing Pro Conference flips that script. It's local by design, built with UNLV students in the room, and invites the city's best brand storytellers to share what

really works in a market where “too much” is just Tuesday.

The venue choice underscores the point. The UNLV Student Union Theater seats just under 300, giving the day an intimate, workshop-driven feel rather than the anonymous sprawl of a convention center. Think practical frameworks, candid Q&As, and handshakes that turn into internships or collaborations. If year one hits the mark, the plan is to grow it into an annual tradition—Vegas's own, proudly local answer to the national conferences that tend to skip over what makes this city unique.

A speaker lineup with Vegas fingerprints

That local-first vision shows up in the roster. Attendees can expect insights from leaders who have shaped some of the city's most visible brands and moments:

- Randy Topham — A seasoned marketing executive whose career includes leadership roles at Wynn and Encore and, more recently, Light & Wonder.
- Nehme Abouzeid — A veteran of luxury hospitality and major-brand launches, with experience tied to Encore, the Sphere, and the Vegas Golden Knights.
- Larissa Brizuela — Marketing director at the iconic Golden Steer Steakhouse, a master class in heritage branding that still knows how to trend.
- Alex Acuna — A leader associated with Station Casinos, with deep ties to Vegas hospitality and brand building.
- Richelle Rice — Former VP of Social & Digital for the Las Vegas Super Bowl Host Committee, with hard-won lessons on how to mobilize a city's digital voice.
- Cody Sims — A commercial strategist with a creative streak and a commitment to community.
- Creators & Influencers including JP Dhillon and Heather Collins, who've built loyal audiences by blending authenticity with craft.

The program's headline keynote comes from a viral content creator who gained national attention by documenting his life as a full-time caregiver to his grandmother—proof that purpose-driven storytelling, shot on a phone and delivered with heart, can travel farther than any ad buy. His session explores how vulnerability,

consistency, and mission can build not just audiences but communities.

In short: the people on stage are the ones who ship the work. Expect case studies that go beyond the highlight reel and dig into the messy, human choices behind the metrics.

What the day looks like

Social Media & Marketing Pro Conference promises to be part playbook, part pep talk, and part talent marketplace. The schedule blends a keynote, featured conversations, and panels with practical breakouts where attendees can get specific about their own challenges. While the final agenda is still rolling out, here's the kind of content you can expect across the day:

Platform reality checks. Each major platform has its own logic—what it rewards, what it punishes, and what it secretly loves.

Brand-building in the age of “always on.” Whether you're running a hospitality giant or an indie boutique, the fundamentals still matter: voice, positioning, and a consistent promise.

Influencer partnerships that actually move the needle. Everyone says “authenticity” until it's time to brief a creator.

Content operations, simplified. From one-person social teams to sprawling brand studios, we all need an efficient pipeline.

Crisis, risk, and the post-viral hangover. When a comment thread sparks or a post blows up, what you do next matters.

The money conversation. Creators and freelancers: pricing, packaging, and negotiation strategies.

Threaded through the day are networking touchpoints—structured and serendipitous—plus opportunities for students to connect with hiring managers, mentors, and potential clients.

For students: access, confidence, and a running start

Student access isn't a side note—it's the core of the event. Through a Changemaker sponsorship option, community partners can underwrite student tickets so cost isn't a barrier to entry. That means more first-gen, Pell-eligible, and working students sitting next to senior directors and

founders, hearing the same ideas at the same time. If you've ever been the student hovering at the back of the room, waiting to ask one question, this format is an invitation to take up space.

The UNLV AMA partnership extends beyond ticketing. Student volunteers are involved in community outreach, speaker liaison work, social media, and on-the-ground logistics—real-world experience that belongs on a résumé. And because Social Media & Marketing Pro Conference is built in collaboration with the business school, the event is positioned not as a one-off moment but as the seed of a long-term tradition. Think of it as a Las Vegas counterpart to legacy campus events like UNLVino—only this time, the vintage is ideas, and you don't have to be 21 to sample them.

For creators: turn your following into a foundation

If you're an influencer, videographer, photographer, or social-first creative, the conference speaks your language. The program tilts toward what creators tell us they need most: clearer briefs, smarter contracts, healthier timelines, better rates, and brands that respect the audience you've built.

Expect sessions on tightening your brand story, using data without losing your voice, and packaging your expertise so your proposals stop getting "circling back" replies. You'll also hear candid takes from creators who've navigated platform shifts, brand pivots, and burnout, and who have returned to craft and community as the North Star.

The keynote caregiver story is more than a feel-good arc; it's a template. The lesson isn't "go be vulnerable" so much as "tell the true story that only you can tell—and then build systems that let you tell it consistently." That balance between heart and discipline is exactly what separates the creators who last from the ones who flash.

For brands and agencies: make Vegas your unfair advantage

Brands operating in Las Vegas have challenges other markets envy. A single city block can contain a dozen globally recognized trademarks. Surprise-and-delight moments are table stakes. Audience segments range from global tourists to hyperlocal loyalists, often inside the same venue at the same hour.

That density is an advantage if you know how to work it. Panels with hospitality and entertainment leaders break down how teams coordinate across properties, partners, PR, and paid media to produce one coherent brand signal in an environment that never sleeps. You'll hear what actually changed after the Super Bowl descended on the valley, how hospitality teams partner with creators without losing brand equity, and why "we'll figure it out later" is not a content strategy.

Expect special attention to measurement—what to track, how to interpret it, and when to admit that the number you want doesn't exist yet. This is the kind of honesty that saves time and careers.

Networking that doesn't feel like homework

Let's be honest: too many industry events treat networking like a scavenger hunt for LinkedIn connections. Social Media & Marketing Pro Conference is designed to be more human. With under 300 seats, you'll see the same faces more than once, which means the second conversation can build on the first. Look for facilitated meetups by role (students, creators, hiring managers), micro-roundtables on specific challenges (UGC rights, nightlife partnerships, accessibility best practices), and speaker office hours so you can get answers without elbowing your way through a crowd.

And because it's Vegas, expect a little stagecraft. You'll see creator showcases, branded photo moments, and a vibe that leans celebratory without losing the professional through line. The whole point is to make it easier to say, "We should do something together," and actually mean it.

A deliberate lens on inclusion

The marketing and entertainment worlds have long benefited from LGBTQ+ talent—strategy decks, stage direction, styling, scripting, community building. Social Media & Marketing Pro Conference acknowledges that history and pushes it forward. Representation is intentionally baked into the program, and the conference aims to normalize the presence of queer professionals not as a once-a-year Pride cameo but as the backbone of the work, every day.

For QVegas readers, that matters. This conference is a place where LGBTQ+ students can see futures that look like them, where industry leaders can recruit out in the open, and where brands can see the creative dividends of building teams that reflect the audiences they want to reach. Inclusion here isn't a panel topic; it's a premise.

How Social Media & Marketing Pro Conference came together

Roxas didn't build the conference alone. It's a collaboration with the UNLV AMA, whose student leaders have stepped into real roles—from partnership outreach to social content to day-of operations. That scaffolding matters. It means the conference isn't just a stage; it's a training ground. It also means that as the event grows, the leadership pipeline grows with it.

Proceeds from the conference support the AMA's efforts to recruit and retain members, fund student programming, and make professional development accessible to a broader range of students. In other words: buying a ticket is also an investment

in the city's creative future.

The vibe: practical, personal, and proudly Vegas

If you've ever sat through a panel where no one actually answered the question, you'll appreciate Social Media & Marketing Pro Conference's promise to keep things grounded. Speakers have been tapped not just for their titles, but for their willingness to talk through what didn't work, how they course-corrected, and what they'd do differently next time. Expect "here's the deck" energy, not "synergy of transformational storytelling at scale" word soup.

And then there's the sense of place. Vegas has a way of turning even the most niche meetup into a moment. The conference leans into that—from the heritage-brand wisdom of Golden Steer to the kinetic spectacle of our nightlife scene, from hospitality powerhouses to independent creators who built audiences from scratch. The through line is the same: this city rewards bold ideas and the discipline to execute them. Social Media & Marketing Pro Conference is built for people who do both.

Who should be there

Students who want internships, mentors, or a clear picture of what jobs actually exist in the field. Creators who want to turn momentum into sustainable business. Brand and property marketers navigating the 24/7 cycle. Agency folks looking for fresh collaborators and local insight. Small business owners who need repeatable strategies, not shiny jargon. Nonprofits who want to punch above their budget by telling truer stories.

If any of that sounds like you—or like the person you're trying to become—this room is for you.

Final word

Every creative city has a moment when its makers decide to stop waiting for permission and build the thing they wish already existed. Social Media & Marketing Pro Conference feels like one of those moments for Las Vegas. It's not a trade show. It's not an out-of-town roadshow. It's a locally rooted, student-forward, results-obsessed gathering of the people who make this city's stories travel.

If you're ready to sharpen your craft, expand your circle, and claim a seat in the conversation shaping how Las Vegas shows up to the world, this is your invitation.

Social Media & Marketing Pro Conference launches September 13, 2025 at UNLV. Follow @Social Media & Marketing Pro Conference for the latest speaker lineup, student access options, and registration. We'll see you there—on campus, in the room, and, inevitably, on your feed.

Date: Saturday, September 13, 2025

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LAS VEGAS PRIME TIMERS
lasvegasprimetimers.com

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lucoflv.com

LEGACY COUNSELING
legacycounselingandworkforceconnections.com

MAMA DRAGONS
mamadragons.org

NEVADA GAY RODEO ASSOCIATION
ngra.com

THE PRIDE TREE
thepridetree.lv.com

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silverstateequality.org

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aidshealth.org

CAN COMMUNITY HEALTH
cancommunityhealth.org/las-vegas

FARABI WELLNESS CENTER
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GOLDEN RAINBOW
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