

NEWS

It's official: the world's sexiest beach club and restaurant, Nikki Beach Bali, is now open on the beach at the luxurious Sofitel Bali Nusa Dua Beach Resort, much to the delight of the island's posh party people.

The Grand Opening White Party on 6th December was, without a doubt, one of the best parties we've attended in 2014. The guest list was nothing short of the impossibly stylish, impeccably groomed glitterati, jetsetters and fashionistas, arriving in their island-chic white ensembles. We were ushered to the VIP area to witness the ribbon cutting, enjoy the open bar, feast on the culinary creations of Chef Brian Molloy and experience a smorgasbord of spectacular entertainment and live music performances.

"The uniqueness of Bali – the culture, the relaxed energy and the natural beauty – make it the perfect place to expand our Nikki Beach brand," said Jack Penrod, founder and owner of the legendary Nikki Beach Worldwide. Since its inception in 1998, the family owned and operated global luxury lifestyle and hospitality brand has successfully created the ultimate beach club concept, combining elements of entertainment, dining, music, fashion, film and art into one stunning lifestyle in beach clubs, restaurants, hotels and resorts around the world.

Staying true to the brand's chic and contemporary look and feel, architectural design firm WATG brought back to life Jack Penrod's design visions with Nikki Beach Bali in an all-white resort concept. Nothing is too extravagant for their discerning clientele – plush opium daybeds with flowing white curtains, bespoke white director's chairs paired with solid timber tables strategically placed in the indoor and outdoor dining areas, a swim-up cocktail bar in a funky white pool equipped with underwater speakers and illuminated by 2,500 fibre-optic lights that sparkle like bioluminescent organisms at dusk, attracting cocktail-sipping buff bods and bikini babes like moths to flames.

Nikki Beach Bali certainly knows how to tantalize all of our senses. The extensive menu is designed to feature delicious dishes representative of all the countries where Nikki Beach is located, as well as highlighting the best of Balinese cuisine. The signature Nikki Beach themed days include The Champagne World Tour, Sun Kissed Saturdays, Amazing Sunday Brunch, Brazilian Party and Welcome to St. Tropez party, among others. When you combine lavish themed-events, friendly



LIFE IS A NIKKI BEACH

service, sensual ambience, world-class music and entertainment and an enviable A-list crowd, you have the winning formula for the hottest beach club on the island.

"We feel very blessed to open our 12th location in one of the most magical places in the world and we're very excited to share our brand's concept of celebrating life every day with locals and visitors to Bali, Indonesia."

The bar has indeed been set sky high – Nikki Beach style – where each and every day is worth throwing the sexiest beach party. It's getting seriously hot in here!

www.nikkibeach.com/destinations/beach-clubs/bali