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Nikki Beach Saint - Tropez Celebrates 10th Anniversary

2011-08-04

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NIKKIBEACH *VIP Guests Enjoy Global Luxury Brand's Signature 'White Party'*

More than 2,500 VIP guests helped Nikki Beach Saint-Tropez celebrate its 10th anniversary at its signature "White Party" on July 16, 2011. The champagne kept flowing throughout the afternoon, and guests at the celebration were dazzled by a series of exciting performances, including Cirque du Soir and Brazilian samba dancers.

"Saint-Tropez was our second Nikki Beach location, and we are very proud to celebrate 10 years of continued success," said Jack Penrod, owner. "Nikki Beach Saint-Tropez is one of our largest locations and a favorite for many celebrities and noted personalities from all over the world."



Some of the 2,500 VIP guests celebrating Nikki Beach Saint-Tropez 10th anniversary are entertained poolside by the "bubble girl".

Located on the Bay of Pampelonne on the Mediterranean coast, Nikki Beach Saint-Tropez has a tree-shaded outdoor dining area, and a large swimming pool that divides the restaurant from the lounging area for sunbathing and dancing to the beats of the club's international deejays.

Nearly all of the guests dressed in white, upholding a tradition that began at Nikki Beach Saint-Tropez. Iconic supermodel Naomi Campbell selected Nikki Beach Saint-Tropez as the perfect setting to celebrate her birthday in 2002, and an ultra-exclusive, invitation-only event was organized with a strictly enforced dress code of pure white. As guests sought the proper attire, word spread immediately throughout Saint-Tropez, putting Nikki Beach on everyone's lips. Today, Nikki Beach hosts a White Party for each club's anniversary and new club opening.



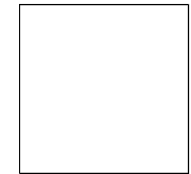
Pictured at the Saint-Tropez 10th Anniversary Celebration (L-R) are Lucia & Jack Penrod, Nikki Beach owners; Eric Omores, Nikki Beach Saint-Tropez and St. Barths partner; Cleo Vo Dai, Global Events Director; Paul Breuza, Nikki Beach Saint-Tropez General Manager; and Fabien Cerato, Marketing & Promotions Manager.

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In 1998, Nikki Beach introduced the world to the ultimate beach club concept bringing together dining, fashion, art, music and entertainment. Over a decade later, Nikki Beach continues to make its mark in the world's hottest addresses and trendsetting locales, recently claiming the #1 spot in Travel Channel's World's Sexiest Beach Bars.

The Nikki Beach concept has transcended its international venues and grown into a luxury global lifestyle company: Nikki Beach Lifestyle, launched at the Cannes Film Festival in 2009 with a clothing line, a sun care and fragrance line; Marketing and Public Relations Divisions; Global Sponsorships and Special Events; Nikki Beach Music label; a VIP membership card and concierge program; and a Hotel and Resorts Division with 10 new locations to begin opening in 2012.

Nikki Beach lifestyle can now be experienced in 11 cities in nine different countries with more locations to come in the near future: Miami Beach, Florida, USA; Saint-Tropez, France; St. Barth, French West Indies; Marbella, Spain; Cabo San Lucas, Mexico; Marrakech, Morocco; Koh Samui, Thailand; Cabarete, Dominican Republic; Las Vegas, Nevada, USA; and also at the Cannes Film Festival, France and the Toronto International Film Festival, Canada. For more information on Nikki Beach, please visit <http://www.nikkibeach.com/>.

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