

NIKKI BEACH TO MAKES ITS DEBUT IN BALI, INDONESIA

Announcement Business 8 hours ago



Nikki Beach Bali is the brand's 12th permanent beach club & restaurant location in the world

(MIAMI BEACH, FLORIDA) OCTOBER 31, 2014 – Nikki Beach Worldwide, the family owned & operated global luxury lifestyle & hospitality brand with beach clubs & restaurants and hotels & resorts across the globe, is pleased to announce that Nikki Beach Bali is now open. Located within the property of the 5-star Sofitel Bali Nusa Dua Beach Resort, Nikki Beach Bali is a multifaceted, picture-perfect beachfront venue with stunning panoramic views of the Indian Ocean.

“***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 & Owner of Nikki Beach Worldwide. ***“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 to locals and visitors of Bali, Indonesia.”***

Modeled after the same stylish and contemporary look and feel of all of the brand’s locations around the world, renowned architectural design firm WATG implemented Jack Penrod’s design visions with the architectural design of Nikki Beach Bali. Adorned in plush, all-white sun beds guests are able to spend their days and evenings indulging in refreshing cocktails, endless champagne and an extensive menu of delectable dishes representative of all the countries Nikki Beach is located and popular Balinese cuisine including delicious salads, creative sushi rolls, original seafood entrees and slow-roasted free-range rotisserie chicken. The oceanfront beach club & restaurant includes a pool with underwater speakers and 2,500 fiber optic lights that sparkle as the sun sets, indoor & outdoor dining options, opium beds and multiple bars including a swim-up cocktail bar.

Since its inception in 1998, the Nikki Beach brand has become known for introducing the world to the ultimate lifestyle & hospitality concept that combines the elements of entertainment, dining, music, fashion, film and art into one. With locations around the world, the Nikki Beach brand mission is to celebrate life each & every day and has thus successfully been established as a powerhouse for those seeking opulence and excellence in some of the world’s most sought after destinations. The events at Nikki Beach Bali will include top-class entertainments and signature Nikki Beach themed days including the popular Grand Opening White Party on December 6th, 2014 to mark Nikki Beach Bali’s debut, The Champagne World Tour, Sun Kissed Saturdays, Amazing Sunday Brunch, Brazilian Party and Welcome to St. Tropez party, among many others. The attentive & friendly service, lavish themed-events, exceptional cuisine, music & entertainment coupled together with the all-around ambiance and hospitality that the brand is known for around the world, will make Nikki Beach Bali the most luxurious haven of choice for the world’s jet-set, VIP and celebrity clientele.

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