
Pure



Seduction

NEW YORK, Jan. 1, 2011 – Last night New York’s newest nightclub Pure Seduction had its grand opening event to kickoff the New Year and ring in 2011.

Pure Seduction is owned by one of New York’s biggest party girls and socialites, Alexis Kaiser. Kaiser loves planning and attending social events so she decided to turn her passion for fun into a career.

“I figured out at a very young age that I loved being in the spotlight and I loved interacting with people,” said Kaiser. “Since I was a little girl I’ve always been a very outgoing and social person so I thought why not use that to my advantage to pursue a career that I love?”

And that is just what she did. After attending college for special events planning and business Kaiser finally decided to open Pure Seduction in the heart of Manhattan.

“For me opening a nightclub was the best thing I could do because I love interacting with all of the people and the atmosphere. It doesn’t feel like work to me and I love every second of it. Not many people can say they have a job as fun as mine,” said Kaiser.

A news release was sent out about the grand opening on Dec. 1 to give the public an advance notice to make their New Year’s plans and reservations. Nearly a week after the word got out about Pure Seduction, the club was completely booked for the New Year’s Eve kickoff party. If you were one of the lucky ones on the guest list for last night you were in attendance for what some are calling “the party of the year” and it’s only January 1.

Pure Seduction’s grand opening was a red carpet event, or should we say pink carpet event, and it was the place to be seen last night. People started arriving outside on the hot pink carpet around 9

p.m. and eventually made their way inside to the party. Tons of celebrities graced the pink carpet such as Lady Gaga, Lil Wayne, Nicki Minaj, Trey Songz, Usher and more. Those unaware of what was happening could have easily mistaken the event for an awards show with all of the celebrities in attendance. Everyone was excited for the grand opening of the new nightclub and what better time to celebrate than on New Year's Eve?

As you walked into Pure Seduction you were immediately surrounded by colorful lights along the glass walls, ceiling and floor. There were multiple stages filled with the ladies of Pure Seduction's own dance team around the venue to entertain and hype up the crowd. There were servers with shots and hors d'oeuvres everywhere and the place was packed. It is estimated that over 1,000 people attended the grand opening last night.

Not only was Lady Gaga among the many celebrity appearances at Pure Seduction last night, but she also surprised everyone with a special midnight performance to ring in the New Year. No one knew in advance about the show and the crowd definitely showed signs of surprise and excitement when Lady Gaga came on stage.

Jackie Engel, 22, from New York loved her night at Pure Seduction.

"Tonight was actually my birthday and my boyfriend surprised me with our VIP package to Pure Seduction," Engel said. "I had heard that this new club was opening but I had no idea he had gotten us on the guest list for the opening; I was ecstatic! The inside of the club was like nothing I've ever seen with all of the lights and special effects. It was really cool and I felt like a movie-star myself with all of the celebrities that were there. I also had no idea that Lady Gaga was performing and that just topped off my night. She's one of my favorite artists and I definitely have to say this is the best club I've been to in New York!"

Pure Seduction's first night open definitely seems to have been a great success for them. Owner Alexis Kaiser was very pleased with how the grand opening went.

"It couldn't have gone any better," said Kaiser. "We had a great turnout and I have received a lot of compliments already from everyone who attended, and the club is getting great reviews. I am so happy that this went as well as it did because I have to admit opening a new club all on my own was a little scary at first. "

Kaiser also told us that Pure Seduction's PR department has been very busy today with phones ringing off the hook with people calling to reserve their next night out at the club. She said that Pure Seduction's guest list is already booked for the next two weeks due to the overwhelming success of the grand opening and people are eager to come see the club for themselves.

"I'm thrilled with the overnight success of Pure Seduction," said Kaiser. "If this is just the beginning and business is already this great and I can't even imagine what the future holds for Pure Seduction and me as the owner. I am very excited."