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Nikki Beach serves bottles of rosé on Miami's South Beach. Below: owners Jack and Lucia Penrod; a mojito cocktail

## Party Central

As Miami's Nikki Beach celebrates its 20th anniversary, a look at how it became one of the world's most famous oceanfront clubs  
By Amber Love Bond

WITH LOCATIONS IN SPAIN, GREECE and Dubai, the iconic oceanfront club Nikki Beach now conjures endless bottles of rosé, beachside cabanas and partiers reveling until dawn. No one would've suspected this joie de vivre 20 years ago, when the venue got its start as a tribute to Nicole Penrod, the owner's daughter who died in a car accident when she was 18 years old.

Her father Jack Penrod and his wife Lucia originally opened a quiet, beachside cafe with a butterfly garden. It was called Cafe Nikki, and they informed only those close to them, leading to the club's well-known mantra, "Tell only your best friends." Quickly, Cafe Nikki lured celebrities with its casual yet sophisticated vibe and expanded onto the sand by popular demand.

Renamed Nikki Beach in 1999, the club went on to pioneer the beach club industry over the next two



decades by bringing a European style to the States. Now the family-owned beachside escape, which combines European panache with American vitality, has expanded to include 13 beach clubs around the world, along with five hotels and resorts, and a new lifestyle brand featuring a curated collection of boho-chic fashion.

For the milestone anniversary, Nikki Beach launched a home-fragrance collection consisting of a room spray and diffuser that brings the blended scents of the beach into your home with notes of lychee, jasmine and amber. And Assouline published a 264-page coffee-table book detailing the brand's story, featuring celebrity quotes, special anecdotes and photos from the past 20 years.



In May, Nikki Beach will host their 18th annual 12-day pop-up in Cannes during the Cannes Film Festival. The party reels in A-list celebrities, such as Penélope Cruz, Harrison Ford and Nicole Kidman, and pays tribute to music, dining, entertainment, fashion, film and art.

"We live and breathe Nikki Beach," says Jack Penrod, owner and chairman of Nikki Beach Global. "This 20-year milestone is a momentous occasion."