

East Coast Summer Style Colonizes Hollywood

The Colony's Hamptons Beach House Themed Nightclub Flaunts Its Staying Power.

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Six months in and still going strong The Colony sets its reputation as the spot to beat in Hollywood's nocturnal landscape. The decadent nautical vibe has bragging rights...it's not just another club of the moment.



As you walk into the club you forget you're even in Hollywood. The aesthetic is different than the clichéd dark brooding venues in town. The club was carefully designed by iCrave to ensure a seamless indoor/outdoor flow-every table is in a prime location with stadium style seating which gives a perfect sightline across the club and allows guests to be a part of the action.

From the wooden-plank entrance to the sprawling den of indoor-outdoor decadence complete with a blue and white deck with a hammock-covered pool and cabana seating replete with oversized wood shutters and a gift shop with beach club lockers.

What makes the club stand out: The design of the club, it's more open and it's so diverse every time you go you find something new and exciting. The exclusive vibe, gorgeous stylish eye candy albeit the pretentiousness and a gathering place for trendsetting elite, celebrities and beautiful people.

The Hamptons theme came from Sam Nazarian and Behzad Souferian's own experiences in the Hamptons. The partners wanted to create a Hampton's Beach House and felt that LA had the perfect setting for this theme. They loved the idea of guests walking into The Colony in the middle of Hollywood and being transported on a summer's night.

The influence of celebrity patronage is another element of the venue's sustained success. The club has had a loyal celebrity following since opening in May this year.

Stay tuned: With the holidays coming up The Colony plans on hosting company parties and has a big announcement for its first New Years Eve.