

BODY Comes Alive as an Upscale Lounge in Manhattan For The Hip, Forever Young and Restless

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April 22, 2008 - [PRLog](#) -- New York, NY - BODY is proud to provide the West Harlem, and surrounding areas of New York City, with one of the newest, swankiest and most spacious lounges. With a restaurant on its way, BODY has transformed this end of town into a hip destination for urban dwellers, A-list members and revelers alike.

Set to become the next trendiest hotspot, BODY is raising the bar in this emerging neighborhood by offering a considerable space with three rooms, three vibes and three scenes outfitted with the latest technology in lights, sights and sounds. Completely designed with events in mind, BODY can host everything from cocktail receptions, fundraisers, and corporate events to holiday parties, film premiers, photo shoots and much more. The interior bi-level floors can either be segregated with separate entrances or connected to accommodate larger parties of up to 525 people.

MAIN ROOM

The gently lit ground level room celebrates a 20-foot high ceiling and lengthy window doors that will open up into a sidewalk lounge with sofa chairs and tables during the warmer months, creating an even more grandeur setting. The space is richly furnished in a clean-lined contemporary style in earth tone shades of creams and chocolates with striking veneered-wooden columns beaming throughout, wooden flooring, and open brick walls accented with colorful murals. In addition to the individual cocktail tables located throughout the floor, there is also a semi-level private area ideal for large parties on the left, several long communal wooden tables for bigger groups on the right and a full-service bar. This room holds up to 200 people standing.

SUSHI ROOM

Situated on the second floor, the sushi room offers a relaxing aura, yet lively nightlife. The room is outfitted with sexy photography throughout, creamy colored furnishings, a bartender serving up all kinds of cocktail concoctions and a D.J. spinning a variety of music. Dark wood paneling, silver beaded curtains, splashes of deep red hues and open brick also form part of this room's design, and a mix of charcoal slate with light shades of wood make up the floors. With a sushi chef in mind for the future, there is plenty of seating available for guests. This room alone holds up to 150 people standing.

VIP ROOM

Stepping into a more nocturnal mood, the VIP room is outfitted with creamy leathery high-backed booth seating and dark wooden BODY signature lacquered lounge tables decorated with silver beaded curtains covering the immense windows throughout the floor that pick up a shimmering starlight effect from the candle motifs. The VIP area features a lengthy bar with its own D.J. This room will be the ultimate, hip place for those seeking a more private and exclusive service. There is also a semi-level area available closed off with deep purple velvety curtains for larger parties. The room capacity is 175 standing.

BODY can serve everything from the ordinary to the extraordinary drink. The bar menu features top shelf imported and domestic liquors, as well as a fine selection of beer and wines such as Christian Audigier, Johnnie Walker Blue, Patron Grand, and Louis XIII, just to name a few. BODY also pampers their guests by offering an exclusive bottle-table service with all the cocktail fixers and undivided, personalized attention a VIP seeks. Guests ordering champagne are served royalty-style with sparkler candles in

assorted colors shooting out of the cork (before popping) which makes for such an enjoyable, festive and memorable evening.

Located on 701 West 135th Street (entrance on 12th avenue), BODY has hosted a series of private parties for celebrities and is now open to the public on Thursday nights at 6:00pm and Friday thru Sunday from 10pm till closing. Dress attire is trendy casual. Call to check for event listings. Coming soon will be a restaurant featuring global cuisine and a rooftop bar.

For more information, please visit www.bodynewyorkcity.com. To find out about calendar of event listing, call (212) 694.1416 or email info@bodynewyorkcity.com

For all media inquiries, fashion shoots, film screenings and additional press material, please contact Amalia Meliti, (201) 320.2508 or email amalia@amaliapr.com.

For special event bookings, please contact John Colon at john@bodynewyorkcity.com.

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Set to become the next trendiest hotspot in this new, up-and-coming Restaurant Row, BODY is the first of its kind in West Harlem by taking upscale casual dining and fabulous entertainment to another level. There are future plans to open a BODY Miami, BODY Puerto Rico, and BODY Vegas. Stay tune as these entrepreneurs begin to make their mark in the restaurant and entertainment industry.

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