

Empire of the night

PURE Nightclub, in Caesars Palace, opened New Year's Eve 2005 and has continued to be one of Vegas' most popular clubs

Photos Courtesy Pure Management Group

Pure Management Group's family of nightlife venues reigns over the Las Vegas club scene

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Crystal Rock'n Lemonade



The alcohol-infused lemonade beverage is sometimes a tough sell because it seems a little oversimplified – but Crystal Rock'n Lemonade (named for Christian Audigier's daughter) picks the whole concept up by its bootstraps, turns it on its ear and makes it something you'd want to drink in a rocking chair on a patio if the patio had DJ AM spinning and some go-go dancers around.

1.25 ounces Grey Goose
.75 ounce Limoncello
2 ounces rock candy syrup
2 ounces sour mix
Splash of Sprite

Squeeze three lemons into a shaker, add other ingredients, shake and serve in a 12-ounce glass.

SMET



There's a lot to be said for a drink whose name you can co-opt for your own personal acronym needs, but Christian Audigier's SMET is more than just a potential way of abbreviating the phrase, "Some Men Enjoy Tequila" or "Sing Me Elvis Time," it's a drink reminiscent of a delightful glass of juice with breakfast, if breakfast did not precede going to work.

1 ounce Malibu Rum
.75 ounce Crème de Banana
.75 ounce Peach Schnapps
2 ounces orange juice
2 ounces pineapple

Shake and serve in a 12-ounce glass.

Imagine being part of a family where everybody is good at something – the star quarterback, the talented musician, the varsity cheerleader – every child in the bunch is a model student. There's a lot to live up to and skipping school is never an option.

Sounds a little daunting, doesn't it?

Lucky for you, it's not your family – those exceptional relatives belong to Pure Management Group and every part of the gang is definitely good at something, it just isn't quite football – it's partying.

If you look at Pure Management Group in Las Vegas as a patriarchy, PURE, the namesake nightclub, is definitely the head of the family, sitting alongside other related club giants, LAX and Christian Audigier The Nightclub.

But there are some smaller, yet equally important venues, too, so it's not really a father-knows-best situation. It's a normal family, just like yours – sort of.

Among the nightclub siblings, there's also a pool club (Venus Pool Club), an ultra-exclusive bar (Noir Bar), two "it" restaurants (Social House and Company American Bistro), a lounge attached to a club (Pussycat Dolls Lounge) and two rowdy no-holds-barred bars (Dick's Last Resort and Coyote Ugly). Plus, like any family, there's that one member that's never around – that would be Aura, a nightclub in the Bahamas.

To best understand the whole Pure family, it's easiest to take a look at the patriarch – PURE Nightclub, in Caesars Palace.

PURE, which opened New Year's Eve 2005, is a behemoth in the Sin City nightclub pantheon. The sprawling, mega-club is decked out in various shades of white and light accents.

Even on a slow night, Keith Leavitt, director of customer development for the club, said he and his crew handle about 1,500 people through the door and that number jumps to around 5,000 on a weekend night.

The crew isn't small either – Leavitt said it takes more than 100 people just to

run the club.

There are several different areas in PURE catering to several different kinds of customers. The Pussycat Dolls Lounge (which counts both as a separate venue and an adjunct to PURE) features performances from the Dolls, as well as celebrities like Jessica Simpson and Audrina Patridge.

There's the Red Room, which has a very laid-back lounge vibe, the main room with the VIP/stage area and the outside terrace area, complete with fire pit.

If you're looking for a particular atmosphere from one of the rooms, it's best to get there early as Leavitt said the energy usually escalates quickly as the night crawls on.

"Once 1 o'clock comes, there's a party in every room," he said.

And unlike any family home you've ever heard of, the PURE house encourages people to dance just about everywhere – including on the furniture.

"The look of having people up on couches is good for the club," Leavitt said.

And dance they do, to sets from big name DJs and to special three-song performances from bands like The Killers. If you don't like the music where you're at in the club, the solution is easy – find a different spot, still in the club, and something different will be spinning.

But with all the amenities inside the club, it's no wonder that it's sometimes a cattle call getting in – or it would be, if it weren't for Leavitt and company.

"The front [door] is their first experience [with PURE]," Leavitt said. "Anything we can do to get them in as quick as possible, we do – the quicker we get them in, the quicker they spend money."

Plus, despite all its grandeur, Leavitt said PURE doesn't scare people away.

"PURE is obviously a mega-club," he said. "But people aren't intimidated by it."

Piggybacking on that idea, Pure Management Group has also opened LAX (inside the Luxor) and Christian Audigier The Nightclub (inside Treasure Island) in Vegas and both quickly caught on as having the same high-energy intensity for a night out as PURE.

LAX is, in décor, almost the opposite of PURE. There are lots of dark colors and

red accents and gothic and provocative touches. Christian Audigier The Nightclub forged its own identity based on the artwork of tattoo artist Ed Hardy as displayed through fashion icon Christian Audigier. There are giant photos of tattooed body parts and even a jellyfish tank.

This might tempt you to call Audigier the black sheep of the family, but you haven't met the rest of them, so here's a quick breakdown of each of the remaining Pure family members:

Venus Pool Club (Caesars Palace): More of a dayclub, than a nightclub, Venus Pool Club is an exercise in relaxation, pool-side. Think lots of calming colors, lots of cool drinks and lots of chiseled customers.

Noir Bar (Luxor): A bar "hidden" underneath LAX, Noir Bar is the closest thing Sin City has to a speakeasy. With a discreet entrance and an embargo on pictures inside the bar, Noir Bar is definitely the mysterious one.

Coyote Ugly (New York-New York): Loud, proud and with a definite lack of frills, Coyote Ugly is the tomboy of the family. No pretensions, no coddling and no apologies for it.

Dick's Last Resort (Excalibur): You might think Dick's is the fraternal twin to Coyote Ugly, only they serve food, too. Servers lampoon each other and everybody gets a big drink.

Social House (Treasure Island): A sushi and sake restaurant that doubles as a celebrity gathering place, Social House would be the really attractive, art student member of the family – a little brooding from the outside, but unbelievably cool once you struck up a conversation.

Company American Bistro (Luxor): Serving a host of American comfort food (think meat and potatoes), Company is the jock of the gang, but the kind of jock that still reads a lot of J.D. Salinger and doesn't pick on nerds, making it totally accessible.

With the whole family on the hunt for the same thing – that is, customers – you'd think there'd be a little rivalry. But all the venues exist peacefully because they all have a separate identity that attracts a separate crowd – as Leavitt puts it: "Different people want different things."

We'll drink to that.

"Once 1 o'clock comes, there's a party in every room."

— Keith Leavitt,
Director of customer development for PURE

PUREtini



Although it bears little resemblance to an actual martini (except the glass it's served in), the PUREtini from PURE Nightclub brings some of its own credibility to the party. The kind of credibility that says, "I'm in a Las Vegas nightclub and my drink tastes way better than warm Bud Light back home."

3 ounces Stolli Razberi
1 ounce sweet & sour
1 ounce 7-Up
Splash of Blue Curacao

Shake and serve in a martini glass.



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