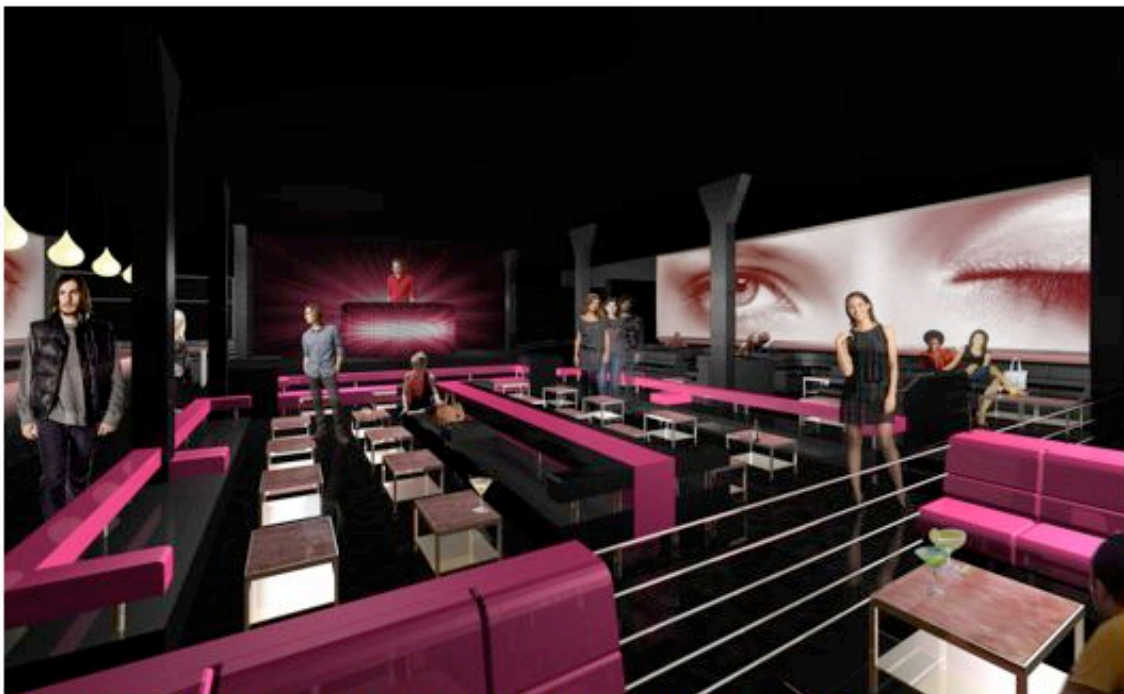


# EATER

PLYWOOD REPORT

## Outlook for January Opening of pinkroom: Rosy

Wednesday, December 9, 2009, by Lesley Abravanel



Billing itself as the **world's first "socially responsible and eco lounge,"** **pinkroom** is prepping for its January opening. Inspiration for its design? "Music, modern design and the most sensual and feminine color of all--pink," says a press release. LA eco-design firm **Wick Architecture and Design** is on it. Don't forget the "**Female Concierge,**" i.e. the **male model by day (during which time he may hang out here), butler at night** who will "arrange for car service, remove stains from your frock or fix your high heel in case of a shoe emergency." The butler will be on call for only those lucky pinksters sitting in VIP areas, **sipping on Pinkatinis**. As it braces itself for grand opening, we also hear they are trying to secure, who else, **Pink**, to host the party. We're flush with excitement. Stay tuned. [EaterWire]

·[Eco and Female Friendly Lounge With Male Model Concierges?](#) [EaterMiami]