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Pretty in Pink A Nightclub of a Different Color



We're pretty sure South Beach [has never seen something like this](#).

Call it a lounge for the ladies, a rose-hued nightlife cavern, a blush bordello. Or call it like it is: *Pinkroom*, opening tomorrow.

This is the kind of place Molly Ringwald's Andie Walsh would have designed back in 1986, much to the adoration of Duckie and the disdain of Steff. And while we don't see you making this your new everyday go-to, we think you'll appreciate it as an atmosphere well suited for third dates, bachelorette-party hunting or even the occasional ironic bachelor blowout.

You'll begin your light-red adventure on the carpet that flanks the entrance on Washington Avenue (as you would expect, it's fuchsia). Stepping inside, you'll find a magnificent den of [high-tech pinkdom](#): magenta-colored couches, a tricked-out DJ podium and huge murals with seductive eyes staring back at you from behind the bar.

In other words, it's just like any other super-hot nightclub in South Beach—it's open until 5am, there's a VIP bar in back, and the owners have 20 years of experience with spots like Rumi—except when you go to the bathroom, it's all pink (even the toilet paper), bottle service comes with strawberries and roses, and you'll be sipping *Passionfruit Lemonade*, served to you by waitresses in pink bustiers.

We're beginning to notice a theme...

VITALS

Pinkroom

739 Washington Ave
Miami Beach, FL 33139
305-534-7465
[official website](#)



EXTRAS

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