



The Kingdom's Finest Private Soiree  
By the Region's First & Foremost Lifestyle Brand



Let us Entertain You

Taking place on Thursday 15<sup>th</sup> October 2009, **bougi**'s third instalment of extravagant soirees will merge high end fashion, music and hospitality into one unforgettable private bash.

In association with Villa Moda and Bahrain's first boutique hotel, L'Hotel, **bougi III** looks set to be one of the most talked about events this season. In prelude to the launch of Villa Moda's 'Ultimate Therapy' campaign, invited guests from the world of fashion, sport, business and entertainment will enjoy one of **bougi's** biggest parties yet. L'Hotel's entire ground floor will be turned into **bougi's** ultimate playground for an unforgettable affair filled with fashion, frolics and finesse.



Let's Dance

Many in the Kingdom have now become familiar with exactly why Nikki Beatnik is one of Europe's most sought after female DJs. In music, she counts Jay Z, P.Diddy, Lindsey Lohan, Kanye West and Kelis as bonafide fans, throwing parties across the globe, for all sorts of recording royalty. As a fashion icon, she is followed internationally for her celebrated style, adored by the likes of Roberto Cavalli, Balenciaga and Adidas.

On 15<sup>th</sup> October 2009, Nikki Beatnik will return to Bahrain for a third time, ready to spoil the **bougi** crowd once again with the best in electro, 80's, soul, pop, r&b, nu skool classics and old skool jams.

"I've said it before and I'll say it again, I love bougi and I love Bahrain. L'Hotel is amazing and I can't wait to have 3 in one place!" – *Nikki Beatnik*



Things that make you go 'ooh' VIP guests will leave **bougi** with a glorious goody bag including event momentos, sampler CDs from Bahrain's Manakin, 'I heart Bahrain' lighters and other sponsored gift items.



Note to Editor:

**bougi** began its blazing trail of refined and sophisticated entertainment back in April 2009; the region's first and foremost lifestyle brand launched with an opening press conference on the 23d April 2009 at L'Hotel, Bahrain's first boutique hotel.

The brand's founders, Ruth Dancer and Rozan Ahmed, briefed the press on their focus of 'aspirational and inspirational lifestyle'. Also within the **bougi** brand are a number of lifestyle services, including intimate events management ('**bougi** intimates'), social/business scheduling, conference facilitation, media consulting and finally, a range of established lifestyle columns and blogs ('The Column', *Oh La La Magazine*, and the on-line blog [www.bougilife.blogspot.com](http://www.bougilife.blogspot.com)).

'We chose Bahrain as a launch pad for **bougi** in the Middle East because we absolutely love it' said Ruth Dancer. 'It's an island that oozes original swagger and creative wealth - exactly representative of the **bougi** brand, we want to position and champion Bahrain culture and lifestyle as innovators in the Kingdom's growing entertainment scene' continued Rozan Ahmed.

Ruth and Rozan were also joined by Bahrain's DJ Outlaw and DJ Nikki Beatnik. Playing an eclectic mix of old skool funk, electro, rock, dirty house and more, Nikki Beatnik's range of explosive skills have been in demand by superstars including P.Diddy, Rio Ferdinand, Leonardo DiCaprio, Roberto Cavalli and more.

For more information and invitation requests and editorial confirmation, please contact:

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