

Hotel De Maxim

TK New York once again teamed with Maxim Magazine to create the Super Bowl Party of the year. This year's event, Hotel de Maxim, a St. Tropez styled experience took place at The Sagamore Hotel in Miami's South Beach. Celebrating the exotic, jet-set glory days of 1960's St. Tropez, Hôtel De Maxim promised to be its sexiest, most glamorous fete to date. Think Bridget Bardot barefoot on the beach and Mick Jagger pouring the champagne. With guests being served martinis, caviar, and white chocolate fountains, Hôtel De Maxim was the ultimate in European indulgence, offering guests the opportunity to try their hand at roulette or black jack in a casino styled after the fabled establishments of uber-posh Monte Carlo. DJ booths were fashioned out of Cadillac cars. Absolut Vodka flavor fountains were in place for all the party guests to enjoy and Tracy Kessler and the TK New York team met sponsors visions well beyond expectations by ensuring that sponsors were well integrated into the St. Tropez styled themed party. This year's high profile sponsors included Samsung, Borgata Casino, Sirius, Coors Light, Vitamin Water, Absolut Vodka and Cadillac. Celebrities the likes of Snoop, Kid Rock, Jamie Foxx, Tom Brady, Alex Rodriguez, Nick Lachey, and Spike Lee filled the red carpet and the evening culminated in a surprise performance by Fergie and Will.I.Am. For the second year in a row, TK New York brought knowledge, experience, and style to all of the detailed elements of Hotel de Maxim, and made it a night to remember. Please visit www.hoteldemaxim.com.