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Bespoke Concierge Company Launches New Line of Summer Travel Experiences

By [Alex Neely](#) • Apr 20th, 2010 • Category: [News & Noteworthy](#), [Travel](#)



Pure Entertainment Group, the bespoke entertainment and luxury concierge service, has officially launched their exclusive summer experiences.

In 2006, Steve Edo, CEO & Founder created Pure Entertainment group to establish an oasis for avid travelers. Strictly offering bespoke service, Edo likes to consider the company "more than just a concierge service. [We] treat them as if they were family."

Available for members and non-members, Edo's launch of new experiences promises to "stun even the most-seasoned travelers."

Foremost on Pure Entertainment Group's summer experience is the "Historic South Beach Mansion Getaway. Starting at \$12,500 for 3 nights, individuals will have the rare opportunity to rest their head in Gianni Versace's mansion. After a \$1 million renovation, each custom suite is festooned with Italian marble. Throughout the three night vacation, individuals will be offered the elegant service of British-trained butlers, an Art Deco walking tour, helicopter rides, and spa treatments.

For more of an exclusive beach getaway, Pure Entertainment Group will offer the "Seaside Villa in the British Virgin Islands." Nestled in the western coast of the Virgin Gorda at Mahoe Bay, lies Aquamare; the lavish 8,000 square, which hosts Edo's opulent oasis. Overlooking the Drake Chanel, the private waterfront provides a top-of-the-line culinary experience for \$22,000.

On the other hand, if individuals are seeking a weekend of exclusive parties, Edo created the "High Roller Weekend in Las Vegas." For \$22,000, this exclusive Sin City adventure features a private Texas Hold'em tutorial in your penthouse, VIP table and bottles service at the legendary nightclub Encore, nighttime helicopter tours, dinner at l'Atelier de Joel Robuchon (named "Chef of the Century"), and poolside cabanas.

If the Sin City does not provide enough adrenaline, the "Formula Grand Prix Race and Nightlife in Monaco" will allow individuals a private yacht and VIP near the fast lane for an estimated \$10,000. Highly regarded as the "most elite social event of the year", the Amber Lounge Parties, allow the VIP to brush shoulders with F1 drivers and international celebrities.

In accordance to the Formula 1 adventure, Edo created an automobile aficionado's dream; the "Drive Six Supercars in One Day" expedition. With a drive through United Kingdom's famous landscape, individuals will have the opportunity to drive an Aston Martin DBS, Audi R8, Lamborghini Gallardo LP-500, Bentley Continental GT, Ferrari F430, and several others for \$2,500.

Rounding out Pure Entertainment Group's Summer Experiences is perhaps the most extravagant of all, the "Sailing Experience of the French Riviera." Deemed the "5-star hotel of the Mediterranean", the Cote D'Azur is a seven-day VIP transport through the elegant views of Monte Carlo. Included in the \$140,000, ten-day escapade is hotel suite at Hotel de Paris, dinner reservations at Alain Ducasse Louis XV Michelin-starred restaurant, and several spa treatments.

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