

Blue Martini to Reopen on Three-Story Spot on the Strip

Blue Martini closed at Town Square after years last summer.

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Blue Martini shocked the Valley when it closed its doors last summer. But the popular South Las Vegas nightlife spot followed up with some great news: Blue Martini is opening a three-story bar and nightclub on the **Las Vegas Strip**.

According to the *Review Journal's Neon* blog, the Blue Martini is planning to open in the **Miracle Mile Shops** at **Planet Hollywood**. The venue will live in the former Urban Outfitters in the Miracle Mile Shops at **3663 Las Vegas Blvd S**.

The project is said to cost a whopping \$9.3 million.

What Now Las Vegas spoke with Director of Operations, **Scott Mauro**, who confirmed the opening, but was unable to share further details by the time of this publication.

The former Town Square smash hit the South Valley in 2007. Known for its lively environment, the popular Vegas destination has stood the test of time.

Not only was the venue a space to dance but it was also a space to congregate.

Blue Martini offers an extensive dining and cocktails menu, with items like **lollipop lamb chops, shrimp and crab dip**, the **Mango Tango Martini**, and the **Guava Rose**. 18 years later, and the booming brand with seven other locations sprawled across the country is going big on the Las Vegas Strip.

“Set to replace the existing Las Vegas location, this new site will span three vibrant levels, each curated to deliver a unique blend of sophistication, energy, and connection,” the **Upland Architects website** writes.

“In total, four uniquely themed bars will define the atmosphere across the venue, each designed to capture a different mood and moment. With Upland overseeing both the architectural and interior vision, the result will be a cohesive, immersive, and high-impact environment from the ground floor to the rooftop.”

No word yet on a grand opening date. But we’re sure you’ll hear more about this exciting new development as it progress.

The new **Blue Martini** is anticipated to be open on the **Las Vegas Strip** in **Miracle Mile Shops** at **Planet Hollywood** at **3663 Las Vegas Blvd S** by **spring 2026**.