

pearl box
townhouse

Private Dining & Events





The Townhouse

Pearl Box Townhouse at 357 W. Broadway is three floors of event space in the heart of SoHo, near some of New York City's biggest event and nightlife destinations. The space can be tailored to create a private, customizable or multi-level experience.

Corporate events

Brand activations

Pop-ups

Intimate weddings

Personal celebrations

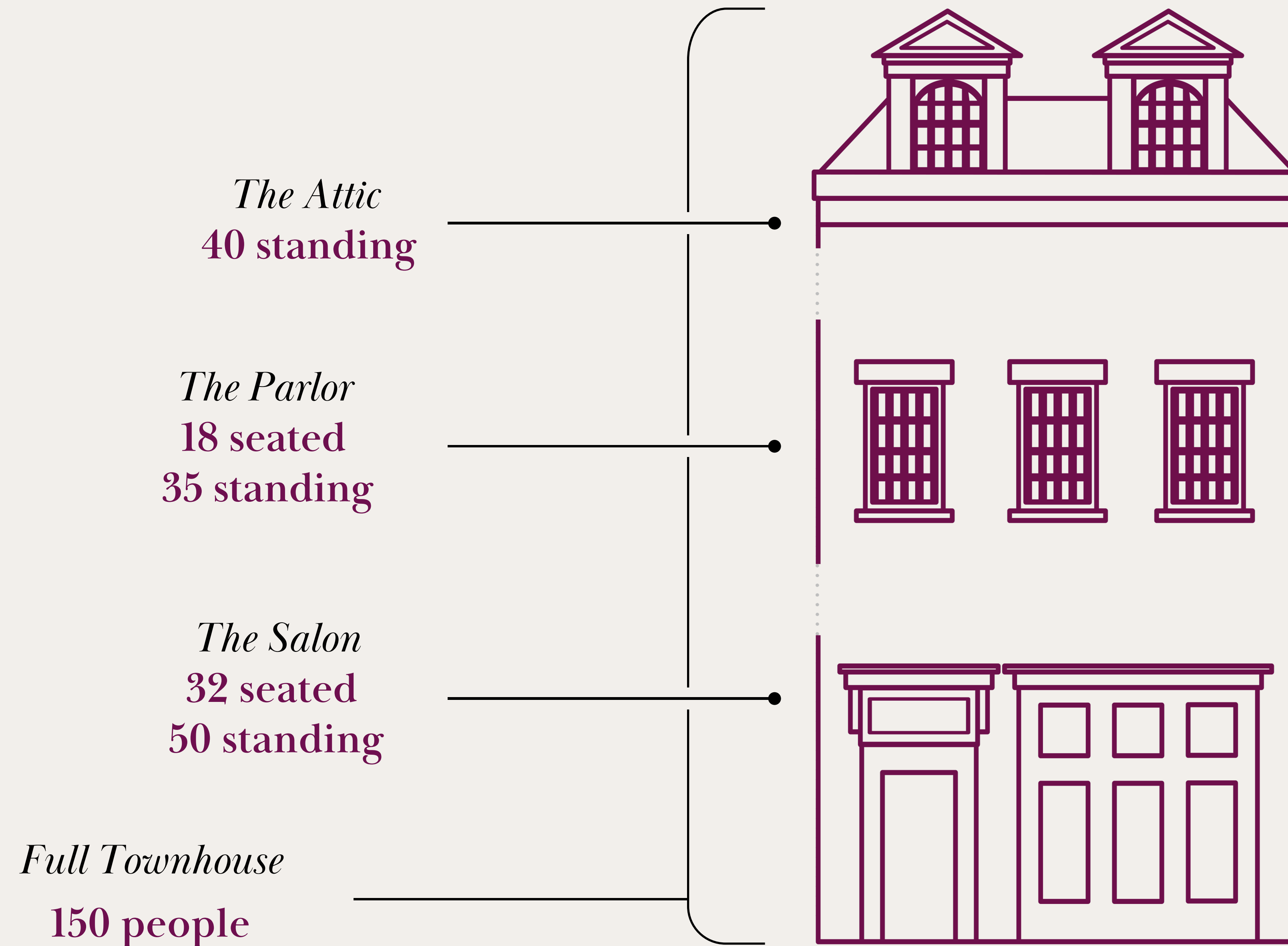
Private dinners

Product launches

Listening parties

Capacity*

**Additional capacity can be added with a furniture removal fee.*





The Kitchen

As part of the Ariel Arce hospitality family, we offer access to the cuisine and experiences of some of the country's most celebrated dining destinations. Our culinary network is expansive, allowing us to bring a wide range of flavors and concepts to your event.

Chef Aaron has crafted Italian- and French-inspired menu offerings, with the flexibility to curate a bespoke menu tailored to your vision. With advanced notice, we're happy to explore custom requests—just ask!



Tokyo Record Bar

Roscioli NYC

Leonessa Cocktail Bar

Make Bistro Thai Feast

Lupa Cotta

Chainsaw LA



Peek into our Seasonal Menus*

CANAPÉ MENU

Grilled Beef Skewers
teriyaki glaze

Grilled Scallop Skewers
suya butter glaze

Tuna Tartare
white soy, yuzu

Tuna Tartare over Sushi Rice
fried kombu, rice pearls

Maitake Mushroom Toast
sherry cream

Fried Chicken Bites
cherry bomb pepper hot sauce

Fried Shrimp Fritters
ponzu aioli

Marinated Beets
apples, toasted hazelnuts

Peekytoe Crab Toast
fennel, orange

Milk Bread Comte Grilled Cheese
add caviar +\$15pp

Caviar Toast
whipped egg yolk, creme fraiche, chives +\$15pp

FRENCH FAMILY-STYLE MENU

Epi Baguette
whipped butter, fleur de sel

ENTREE

Crudo Niçoise
tuna, green beans, tomatoes, olives, lemon vinaigrette

Salade Lyonnaise
*poached egg, frisee, bacon lardon,
Champagne vinaigrette*

PLAT PRINCIPAL

served with ratatouille and potato puree

Poulet Roti
chicken roasted with thyme and lemon

Steak Frites au Poivre +\$25pp
dry-aged prime strip steak crusted in peppercorns

FROMAGE SUPPLEMENT +\$15pp

DESSERT

Chocolate Mousse
whipped creme fraiche, candied hazelnuts

ITALIAN FAMILY-STYLE MENU

APPETIZER

Antipasto Platter
*cured meats, assorted cheeses,
marinated vegetables, crusty bread*

MID COURSE

Chicory Salad
grated pecorino, shaved fennel, and citrus segments

Pesto Gnocchi
*potato gnocchi tossed in a basil pesto
with cherry tomatoes*

MAIN COURSE

served with rosemary roasted potatoes & braised escarole

Chicken Cacciatore
*braised chicken simmered in a tomato sauce
with bell peppers, onions, and mushrooms*

Bistecca alla Fiorentina +\$20pp

DESSERT

Tiramisu
*coffee-soaked ladyfingers,
mascarpone, cocoa powder*

HEROES FAMILY-STYLE MENU

Epi Baguette
whipped butter, fleur de sel

STARTERS

Salad of Roasted and Raw Summer Tomatoes
peekytoe crab, herb gremolata

Endive Salad
shaved fennel, olives, citrus, pecorino

Market Fish Crudo
lemon, capers, red onion

Tuna Tartare
white soy, yuzu, seasoned sushi rice, kombu

PASTA

Rigatoni with Pork Sausage Ragu +\$15pp
parmesan, calabrian chili

Fresh Gnocchi +\$15pp
pesto, tomatoes

ENTREES

each plated with a seasonal accompaniment

Whole Roasted Snowdance Farms Chicken in Jus

Roasted Pork Rack

Grilled Black Bass

Roasted Monkfish

Rack of Colorado Lamb +\$10pp

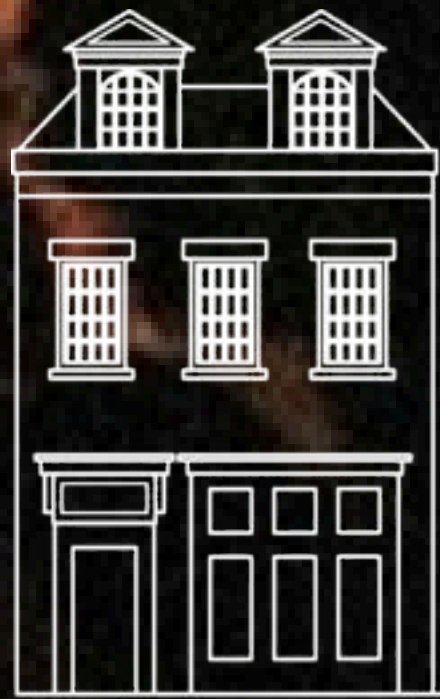
55-Day Aged Prime Strip Steak +\$20pp

DESSERT

Chocolate Mousse
pistachio, whipped creme fraiche

Olive Oil Cake

**Please note: all menus are seasonal and subject to change.*



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First Floor Salon





The Salon

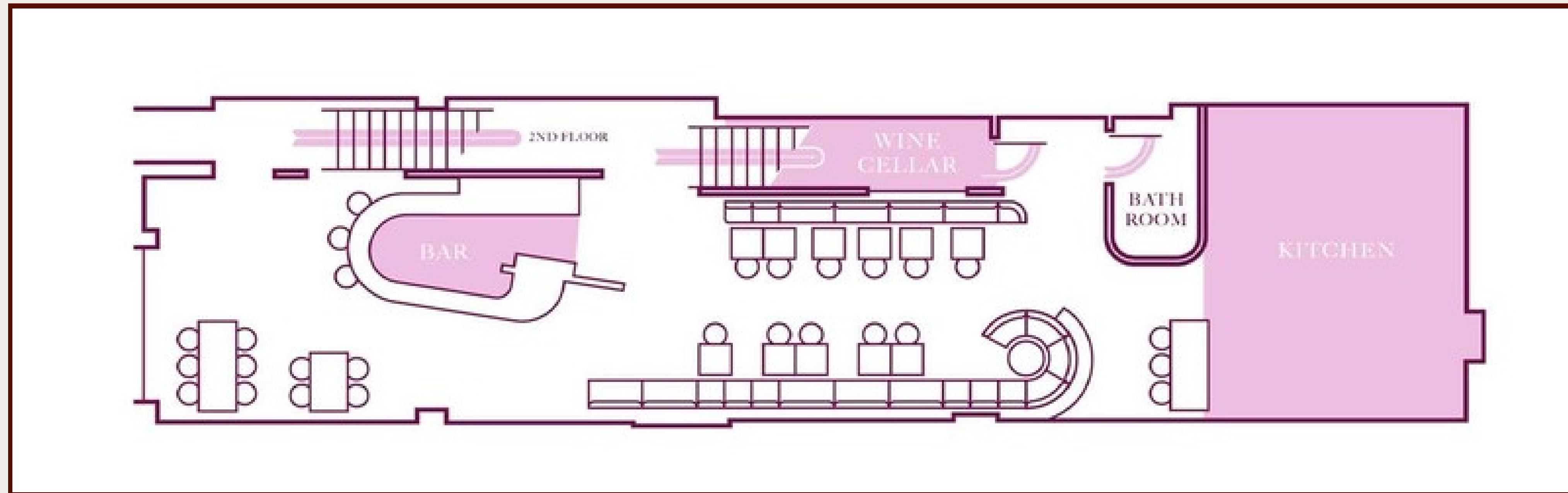
The Salon can accommodate up to 32 people for seated dinners, and up to 50 people for a standing reception event.

Start with a cocktail reception in our foyer with floor to ceiling french doors that open onto the bustling streets of Soho before sitting down for an unforgettable dinner experience with a bespoke menu from Michelin-starred chef Aaron Lirette.



The Salon Floor Plan

32 Seated | 50 Standing







Second Floor Parlor





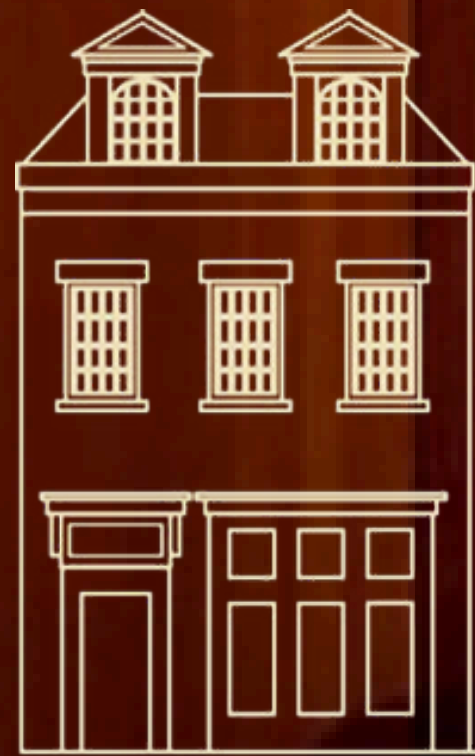
The Parlor

On the 2nd Floor is our Parlor, where you can host an intimate dinner for up to 18 guests or turn the space into a private bar to create a listening room, a dance party with a private DJ, or a cocktail reception.

Include the 3rd floor Attic in your plan to host up to 75 guests.







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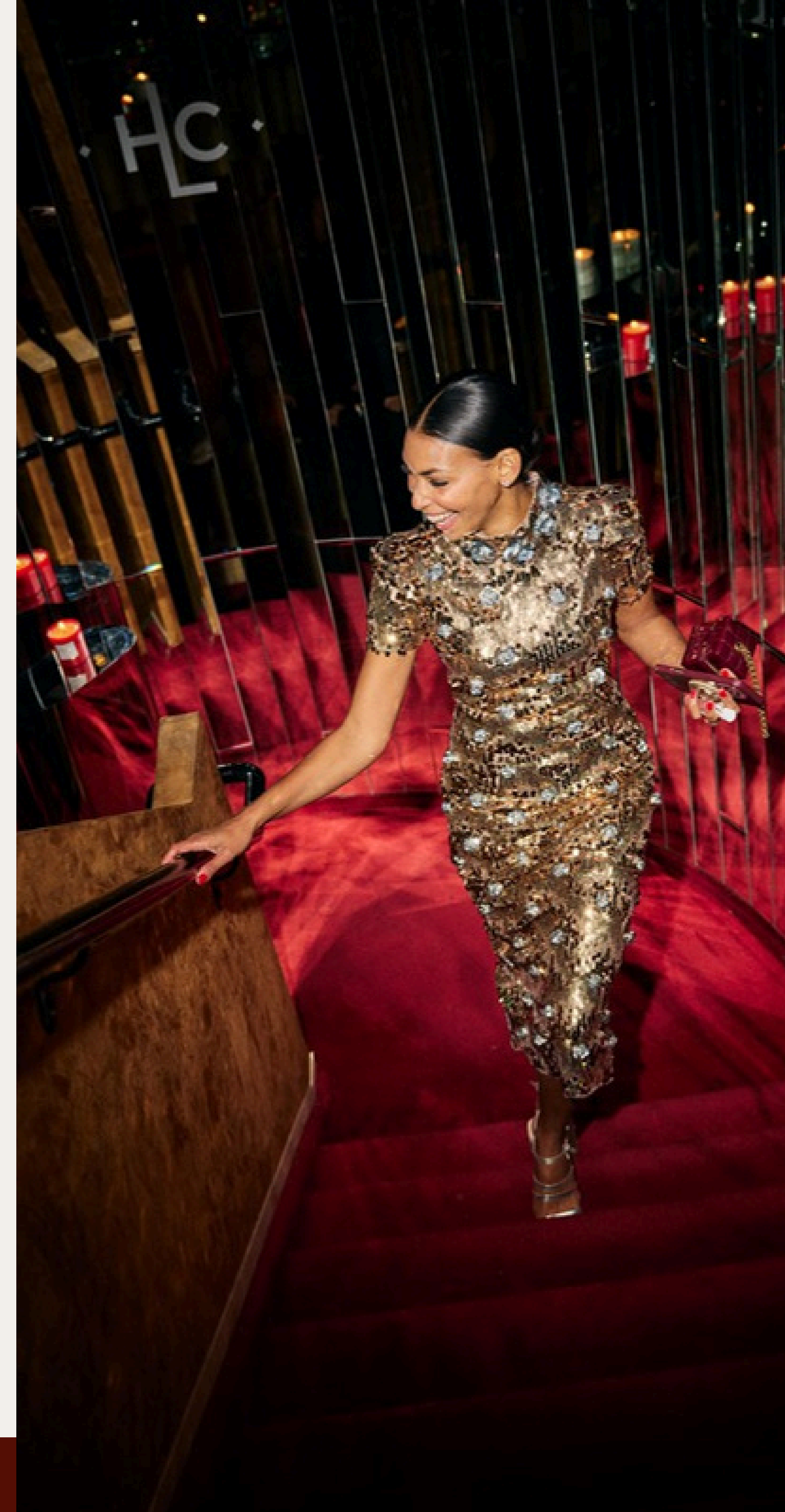
Third Floor Attic





The Attic

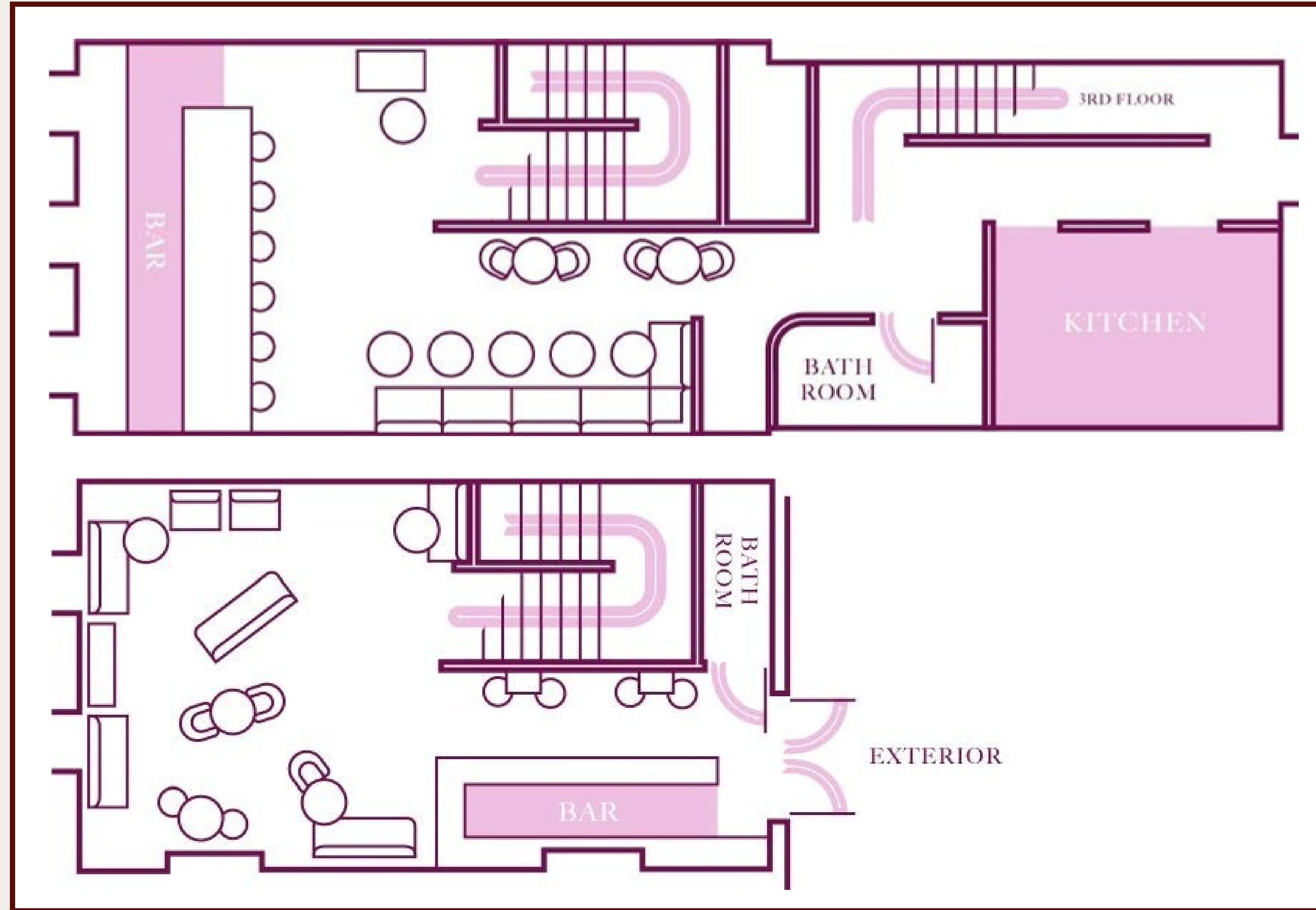
At the top of the Townhouse is Pearl Box—
an intimate cocktail lounge that can be transformed
into a cocktail reception, a brand showroom, space for
panel talk, and more. Pearl Box was modeled off of
1970s high fashion to instantly transport you back in
time.



Floorplan

The Parlor

*18 Seated
35 Standing*



The Attic

40 Standing

Add-ons & Services

Florals

Lighting

Photography + Videography

DJs + Live Music

Custom Branding Materials

Full Event Production

*We have a wide network of preferred vendors or
you are welcome to use your own!*







Our Executive Team



Ariel Arce

Owner, operator and creative developer of Tokyo Record Bar, Roscioli NYC, Heroes, Pearl Box, Niche Niche, as well as partner at Leonessa and Big Pearl Caviar.



Kenneth Crum

Leader of beverage programs at acclaimed programs such as Ode to Babel, Bar Corvo, Lupa Osteria Romana, and Red Hook Tavern, Kenneth has also studied the art of winemaking with vintner Matt Taylor.



Aaron Lirette

Born and raised in Chicago, Aaron's culinary skills have taken him across the country and led to prestigious accolades of multiple Michelin stars, five diamonds from AAA, and more.



Previous clients include

smashbox



VERSACE

Fishwife



CONDÉ NAST

FB

FENTY BEAUTY
BY RIHANNA

RALPH
LAUREN

Goldman
Sachs



shopbop

MODA
OPERANDI

OTB

tubi

Contact us!

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