

DEJAVU

Press Deck



Nadja Sayej Celebrates Birthday in Style at DeJaVu NYC

Story by New York News

November 19, 2025



Literary force and host of the popular ArtStars Podcast, Nadja Sayej, ushered in another year with a vibrant and sophisticated birthday celebration last night. The exclusive soiree was held at the alluring **DeJaVu** in the heart of the West Village, a venue known for its unique blend of Mediterranean charm and New York City energy.

The evening pulsed with an electric atmosphere, amplified by a captivating DJ set from the renowned Marc-Alan Gray, whose eclectic beats kept the guests on their feet.

Among the esteemed attendees raising a glass to Sayej were Monica Elias, Eef Vicca, Brandon Cole Bailey, and Pedro Oberto. Adding a touch of captivating performance to the night, the talented burlesque artist Olive TuPartie graced the audience with a mesmerizing act. The night's memorable moments were expertly captured by the lens of photographer Michael Ostuni.



Guests indulged in a carefully curated selection of premium beverages, including the effervescent Aphrodise sparkling rosé, the signature espresso martini by The Barker Company, and the sophisticated Moët. 21 Seeds tequila also flowed generously, complementing the exquisite culinary offerings. Adding a touch of opulence, **Tsar Caviar** provided a luxurious spread, elevating the celebratory feast.

Nadja Sayej is a recognized figure in the arts and culture scene, renowned for her insightful interviews on the ArtStars Podcast and her prolific writing career. As the author of eight books, including "Red Carpet Ho," "The Glitzerati," and "Paparazzi Bitch," Sayej has established herself as a keen observer of celebrity and high society. Her contributions to the Forbes.com fashion section further solidify her influence. Over the past 15 years, she has engaged in over a thousand interviews with global icons, from Jerry Seinfeld and Susan Sarandon to Robert De Niro and Mary J. Blige.



DejaVu, the chosen venue for this special occasion, offers an intimate escape inspired by the Mediterranean and crafted by creative director Barış Koroglu. The West Village townhouse thoughtfully blends heritage with modernity, featuring a lively front bar, a refined dining salon, and a hidden speakeasy. The menu at **DejaVu** is a testament to its concept, offering a poetic homage to the Mediterranean coast with dishes like "DEJAVU'S Burrata" and innovative creations such as "Pastrami Croquettes." Their craft cocktails are equally impressive, with the signature "DEJAVU'S Cocktail" and the intriguing "Truffle Coffee Negroni" highlighting a commitment to culinary and mixological artistry.

The celebration at **DejaVu** served as a fitting tribute to Nadja Sayej's dynamic career and vibrant personality, bringing together a constellation of notable figures in a night filled with excellent company, fine spirits, and unforgettable ambiance.



More than a restaurant, **Déjàvu** is a salon of imagination, a gathering place for creatives, artists, musicians, and visionaries, bound by a shared devotion to beauty and the art of experience.

Each evening, guests are invited to “Enjoy the show” and, in doing so, to rediscover a moment, a taste, or a feeling that seems at once new and impossibly familiar.

Déjàvu is a new hospitality concept from creative director Barış Koroglu, located at 394 West Street, New York City. Inspired by Mediterranean artistry and Ottoman grace, **Déjàvu** weaves design, cuisine, and performance into an immersive experience of elegance and connection.

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Nadja Sayej Celebrates with Star-Studded Birthday Bash at West Village Hotspot, DejaVu

By Abbie Wilson

November 20, 2025



The Far West Village was alight with energy last night as writer, author, and ArtStars Podcast host Nadja Sayej celebrated her birthday with a spectacular, high-spirited bash at the newly opened Mediterranean oasis, [DejaVu](#). The event drew an eclectic mix of New York's art, fashion, and social scenes for a night of dazzling entertainment, exquisite cocktails, and pure celebration.

The discreet townhouse venue, a vision of creative director Barış Koroglu, was transformed into an exclusive salon for the evening. The atmosphere was set by celebrated DJ Marc-Alan Gray, a veteran of iconic clubs from Limelight to Ministry of Sound, who spun a vibrant set that kept the chic crowd moving all night.

A highlight of the evening was a captivating burlesque performance by the enchanting Olive TuPartie, whose glamorous routine added a touch of classic New York theatricality to the sophisticated Mediterranean setting, with [caviar from TSAR Caviar](#).

Notable guests toasted the birthday girl, including Monica Elias, Eef Vicca, society columnist Couri Hay, Cherie Corso, Brandon Cole Bailey, and Pedro Oberto. The entire glittering affair was captured by the lens of famed photographer Michael Ostuni, known for his work with Getty Images and the Patrick McMullan company.

Guests sipped on a masterfully curated menu of drinks, flowing from a bar sponsored by some of the industry's most exciting brands. The offerings included the crisp Aphrodise sparkling rosé, Moët & Chandon champagne, and vibrant infused tequilas from the female-founded 21 Seeds. A particular favorite was the signature espresso martini from The Barker Company, the new venture from fashion personality Nigel Barker.

The evening was a fitting tribute to Sayej, a formidable force in the culture and fashion worlds. As a writer for Forbes.com, host of the popular ArtStars Podcast, and author of eight books—including the tell-all Red Carpet Ho and photo-memoir Paparazzi Bitch—Sayej has spent over 15 years interviewing a veritable who's who of Hollywood and the art world, from Jerry Seinfeld and Robert De Niro to Patti Smith and Mary J. Blige.



"I wanted a night of pure, unapologetic fun with the people I love most," said Sayej, beaming. "DejaVu was the perfect backdrop—it's intimate, glamorous, and has an incredible energy. Seeing everyone dancing and celebrating together is the best gift."

As the night wound down, with espresso martinis still in hand and the echoes of laughter filling the air, it was clear that Nadja Sayej's birthday was more than just a party—it was a testament to the vibrant, creative spirit she champions, celebrated in one of New York's most enchanting new spaces.



INFATUATION

Dejavu

394 West St, New York, New York 10014



Photo Credit: Dyske Suematsu

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Mediterranean
West Village

By: Willa Moore October 9, 2025

From the team behind Aquarelle, Dejavu is a swanky looking Mediterranean restaurant in the West Village where you can eat some lemon spaghetti with caviar in the dining room, or sip on a fancy cocktail in a space called the Red Room. It's also open late—tables are available to reserve until 2am.

RICHARD JOHNSON: Staged readings of Capote's beloved Christmas stories coming to Southampton

By: Richard Johnson
November 23, 2025

Burlesque star Olive TuPartie jumped on the bar at **Baris Koroglu's** new downtown restaurant **Dejavu** to wild applause during photographer Nadja Sayej's birthday.

A flow of Moët Chandon and Aphrodise sparkling rosé kept the place jumping as Sayej signed copies of her book "The Glitzerati," which features photos of Diane Keaton, Offset, Cardi B, Bruce Willis and Debbie Harry.

In the mix were shapewear designer Julia Haart, political pundit Skye Ostreicher, art advisor Daniel Stock, "Of Air and Men" author Damien Lay, media maven Monica Elias and comedian D'yan Forest.



THE GARNETTE REPORT

Frederick Anderson Introduces a Bold New Era in Menswear

By Z. Cross

November 21, 2025



Thursday, November 20, New York, NY Frederick Anderson, the visionary designer celebrated for redefining modern luxury in womenswear, has officially expanded his creative universe with the debut of the Frederick Anderson Menswear Collection. The capsule marks a new era for the brand, merging Anderson's signature sensuality and craftsmanship with a refined, masculine edge.

In partnership with Danielle Darah, founder of the lifestyle consultancy Maison Limonelle, Anderson now brings his design language to the contemporary man who values confidence, individuality, and elevated sophistication. The duo unveiled the collection during an intimate cocktail presentation at DeJaVu in the West Village on Thursday, November 20. The full collection is currently available for purchase at Shop.Maisonlimonelle.

A Forward-Thinking Statement in Modern Menswear

The debut menswear offering mirrors the essence of the Frederick Anderson woman — sexy, modern, expressive — reinterpreted for men who gravitate toward presence, polish, and bold craftsmanship. This is menswear reimaged through fabric innovation, texture, and movement.

Highlights from the capsule include:

Bespoke suits crafted in partnership with Scabal, the legendary Savile Row tailors
Luxury separates that combine comfort with high-impact style
Premium leathers, laces, crochet, and knits were developed with meticulous detail
Innovative fabrics that add dimension, movement, and tactile depth to classic silhouettes

Together, these elements create a collection that balances strength with fluidity and tradition with artistic innovation.





The Frederick Anderson Man: Chic, Confident, Uncompromising

At the heart of the collection is what Anderson describes as “chic uncompromising luxury.” His menswear rejects the idea of fashion as a uniform and presents style as an expression of confidence and intention.

This capsule is designed for the man who is unafraid of fashion, unafraid of individuality, and unafraid of sophistication. Anderson frames the expansion with simple clarity:

“It’s an obvious extension... I’m already dressing the mother–daughter combination. What about Dad?”

For Anderson, menswear is a natural next step — an offering for men who appreciate tailoring, understand luxury, and embrace modern ideas in dressing.

Rather than drawing inspiration from any single menswear icon, the designer sees this collection as a continuation of the storytelling he has refined throughout his career, now expanded into a new category.



FREDERICK ANDERSON UNVEILS HIS MENSWEAR COLLECTION AT DEJA VU IN NEW YORK CITY

By The Untitled Magazine

November 25, 2025



Frederick Anderson has officially stepped into menswear — and he’s doing it with the same seductive precision, craftsmanship, and modern edge that have defined his womenswear universe. On Thursday, November 20th, the designer debuted the Frederick Anderson Menswear Collection at an intimate cocktail presentation at DejaVu in the West Village, hosted alongside Danielle Darah, founder of Maison Limonelle.

The collection, now available at Maison Limonelle marks a bold extension of Anderson’s design language: elevated tailoring, tactile materials, and an undeniably confident point of view.

Anderson’s first foray into menswear arrives as a tightly considered wardrobe built for men who show up in the world with intention. His collaboration with Savile Row powerhouse Scabal grounds the collection in razor-sharp tailoring — suits that carry the discipline of tradition but move with a contemporary ease.



Beyond suiting, Anderson expands into a world of modern separates that shift effortlessly between environments. There's a quiet confidence to the pieces, a sense that they speak in texture rather than volume. Premium leathers, lacework, crochet, and knits — materials long synonymous with Anderson's womenswear — appear here reimagined for the male silhouette, lending strength, sensuality, and a subtle charge. Innovative fabrics and layered surfaces push classic menswear codes forward, adding movement and dimensionality to familiar shapes.

The effect is one of balance: structure tempered by softness, craftsmanship sharpened by experimentation. Anderson's menswear is sophisticated without rigidity and expressive without artifice — an offering for men who view presence as a form of style.

He describes the Frederick Anderson man as unapologetically assured — someone who understands quality, embraces individuality, and rejects the idea that menswear must be neutral to be refined. The collection captures that ethos with a wardrobe that invites confidence through construction, texture, and attitude.

Since launching his namesake womenswear line in 2018, Anderson has established a distinctive presence in American fashion, known for sensual lace, modern tailoring, and design rooted in craftsmanship and cultural fluency. His work has been championed by top publications and worn by an array of high-profile clients, while his humanitarian initiatives, including the "Blue Jacket Fashion Show," have further cemented his influence.



The introduction of menswear extends this creative universe into a new category — one that feels both inevitable and invigorating.

The capsule is available online through Maison Limonelle and will roll out via exclusive private shopping events across the country, bringing Anderson's vision of modern luxury directly to clients who crave intimacy, refinement, and individuality in their wardrobes.



Forbes

New York City's Fashion Events And Happenings In November 2025

November 2025 was all about fashion book launches, Fifth Avenue window unveiling and impromptu fashion design shows pop up in nightlife venues, exhibition openings, and much more.

By Nadja Sayej

December 01, 2025



Frederick Anderson at Dejavu

Frederick Anderson brought his latest collection to the West Village hotspot, Dejavu. We may know him as a womenswear designer, but now Anderson is taking on menswear with the debut of the Frederick Anderson Menswear Collection, which was hosted alongside Danielle Darah, founder of Maison Limonelle, which carries the collection. Tailored jackets, coats and leather jackets were on view, alongside lace pieces, knits and zebra prints.



From Cappadocian Roots to West Village Speakeasy: Barış Köroğlu Debuts DEJAVU, a New Chapter in Immersive Dining

By Penny Black

December 02, 2025



New York City's West Village has long been a haven for those seeking hidden gems, and this fall, a new destination arrives that promises to be more than just a restaurant. DEJAVU (394 West Street), the latest venture from visionary restaurateur and nightlife entrepreneur Barış Köroğlu (Baris Koroglu), recently opened its doors, blurring the lines between sophisticated dining, craft cocktail artistry, and the electric energy of a speakeasy nightclub.

For Köroğlu, DEJAVU is the culmination of a journey that began a world away in the ancient, cave-etched landscape of Cappadocia, Turkey. The region's deep layers of history, artistry, and community have long informed his creative vision, which layers tradition and innovation to create hospitality experiences that resonate on a deeper level.



“Guests today seek more than a meal; they seek meaning, connection, and a story,” says Köroğlu. “At DEJAVU, we are crafting an immersive narrative that evolves with the night, honoring heritage while delivering something utterly modern and unforgettable.”

Köroğlu is no stranger to shaping New York City’s social landscape. With over two decades of experience, his portfolio includes co-founding the immersive nightlife concept The Lullaby, his directorial role at Paradise Club, and a celebrated collaboration with NBA star Carmelo Anthony. DEJAVU represents a refined evolution of his philosophy, focusing on holistic hospitality where every detail—from the lighting and music to the narrative woven into the menu—contributes to a lasting memory.

A Tripartite Journey Through the Night

The 2,800-square-foot space is designed as a single entity with three distinct personalities. The evening begins in the Emerald Room, a vibrant green-and-gold bar where guests can gather for inventive cocktails. The journey continues into the cream-toned elegance of the Golden Room, the main 40-seat dining area designed for savoring Chef Aslan's culinary artistry.

As the night deepens, the energy shifts, culminating for some in the Red Room—also known as the "Desire Room." This intimate, 10-seat speakeasy, hidden behind velvet curtains, hosts private tastings and immersive burlesque performances from Thursday through Saturday, embodying the venue's secretive, club-like heart.



Culinary Craft: A Mediterranean Journey with a New York Soul

In the kitchen, a team of chefs with pedigrees from esteemed restaurants across Europe and New York executes a menu that reflects the restaurant's core identity: Mediterranean-inspired, merging coastal Turkish and Italian influences through a modern New York lens.

The menu is designed to balance familiarity with surprise. Shareable starters like the DEJAVU Burrata (\$19) with Mediterranean herbs and the New York-homage Pastrami Croquette (\$19) set the stage. Hand-rolled pastas, a centerpiece of the menu, include show-stopping Manti Dumplings (\$32)—Turkish ravioli dressed in a velvety yogurt sauce and Aleppo chili butter. For indulgence, the menu features several caviar services, including a traditional presentation (\$95) and a luxurious Lemon Spaghetti with Caviar (\$42).

Liquid Art: The Science of the Sip

The bar program, led by a skilled mixologist, is a performance in itself, fusing molecular techniques with classic profiles. Signature cocktails like the DEJAVU—a blend of white rum, lychee, yuzu, and matcha foam—epitomize the restaurant's refined yet nostalgic identity. The Truffle Coffee Negroni, fat-washed with truffle oil, delivers an earthy complexity, while the Emerald Dream (tequila, Lillet Blanc, basil cordial) balances sweetness and acidity with precision.

More than just a new opening, DEJAVU Vu is a testament to Köroğlu's enduring vision. It's a space built not for a fleeting trend, but to become a cultural landmark—a place where history is honored, creativity is unleashed, and every guest steps into a story that feels both intimately familiar and thrillingly new.

About DEJAVU: Located at 394 West Street in New York's West Village, DEJAVU is a Mediterranean-inspired restaurant and cocktail lounge from entrepreneur Barış Köroğlu. Blurring the boundaries between dining and nightlife, its tripartite design features a vibrant front bar, a sophisticated dining room, and a hidden speakeasy, offering an evolving experience guided by refined cuisine and a craft cocktail program.

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Barış Köroğlu Unveils DEJAVU, a New Chapter in Immersive Dining In The West Village

By Abbie Wilson

December 3, 2025



In an industry often chasing fleeting trends, visionary restaurateur (and soon to be hotelier) Barış Köroğlu (Baris Koroglu) is building an empire on the bedrock of heritage. Last month, he unveiled his latest venture, DEJAVU, a Mediterranean-American fusion restaurant and cocktail lounge in the heart of the West Village, marking the next step in his mission to redefine hospitality through cultural storytelling and immersive experience.

For Köroğlu, the journey to 394 West Street began far from New York, in the ancient, cave-etched landscape of Cappadocia, Turkey. The region's deep layers of history, artistry, and community forged a creative sensibility that now informs every project he touches. He translates this heritage not as a relic, but as a living inspiration, blending tradition with modern innovation to create spaces that resonate on a global scale.

“Guests today seek more than a meal; they seek meaning, connection, and a story,” says Koroğlu. “My vision is to build bridges between cultures, reminding people that hospitality is, at its heart, about human connection.”



Koroğlu is no stranger to shaping NYC’s social scene. Over two decades, he has cemented his reputation as a tastemaker through roles as Promotional Director at Paradise Club, a partner in VirgoPresent, and as co-founder of the immersive nightlife concept The Lullaby. His collaboration with NBA star Carmelo Anthony at 9 Jones further showcased his unique ability to fuse food, design, and celebrity into relevant concepts.

DEJAVU represents an evolution of this philosophy—a holistic destination where the line between refined dining and vibrant nightlife intentionally blurs. The 2,800-square-foot space is designed as a series of evolving experiences. The evening begins in the lively Emerald Room bar, transitions into the cream-toned sophistication of the 40-seat Golden Room dining area, and culminates for some in the Red Room, an intimate, 10-seat speakeasy hidden behind velvet curtains that hosts private tastings and burlesque performances on weekends.

“When guests enter DEJAVU, they are stepping into a narrative,” Koroğlu explains. “Every detail, from the lighting to the music, contributes to an immersive experience that we want to linger in the memory.”



This narrative extends to the plate. The culinary program, led by chefs with pedigrees in esteemed European and New York kitchens, merges coastal Turkish and Italian influences through a modern New York lens. The menu is a journey of refined yet approachable dishes designed to balance familiarity with surprise.

Shareable starters include the DEJAVU Burrata (\$19) with Mediterranean herbs, and an homage to New York, the Pastrami Croquette (\$19). Hand-rolled pastas reflect Mediterranean roots, such as the Manti Dumplings (\$32)—Turkish ravioli in a velvety yogurt sauce. For indulgence, the menu offers caviar service (\$95) and a luxurious Lemon Spaghetti with Caviar (\$42).

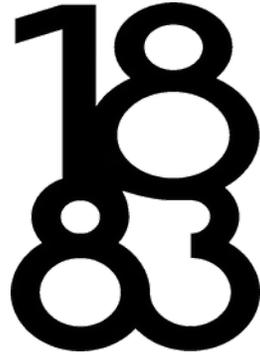
The bar program, a fusion of artistry and science, is equally performance-driven. Utilizing techniques like sous-vide infusion and fat-washing, lead mixologist Turgut creations include the signature DEJAVU cocktail (white rum, lychee, yuzu, matcha foam) and the innovative Truffle Coffee Negroni.

Beyond business, Köroğlu's vision is rooted in endurance and responsibility. A dedicated philanthropist, he supports cultural preservation efforts in his native Cappadocia, believing that success comes with a duty to steward community and legacy.

With two more projects on the horizon, Barış Köroğlu is poised to broaden his influence as one of the industry's most forward-thinking leaders. From the mystical landscapes of Cappadocia to the vibrant streets of the West Village, he is proving that the most memorable hospitality is built not just on taste, but on a profound and authentic sense of place.

DEJAVU is located at 394 West Street, New York, NY 10014. Reservations for the Golden Room dining area and the Red Room speakeasy are available now.





Barış Köroğlu's 'DEJAVU' Unveils a Hidden World of Late-Night Dining and Cocktail Artistry in the West Village

By Margaret Wright

December 3, 2025



The line between dinner and nightlife has officially blurred at 394 West Street, where DEJAVU, a new speakeasy-style restaurant and lounge, has opened its doors in the heart of the West Village. Designed as an immersive, multi-layered experience, DEJAVU invites guests into a world that transitions seamlessly from after-work cocktails to sophisticated dining and late-night revelry.

The venture is the vision of celebrated restaurateur and nightlife entrepreneur Barış Köroğlu (Baris Koroglu), whose career has been defined by creating spaces that merge culinary craft with art and entertainment. Drawing inspiration from his Cappadocian heritage and a decade of experience shaping New York's social scene with concepts like The Lullaby and collaborations at 9 Jones and Paradise Club, Köroğlu has crafted DEJAVU to be an evolving narrative.

"We wanted to create a space that feels both familiar and entirely new, a place where every night can take an unexpected turn," said Köroğlu. "The idea is to offer an experience that lingers in your memory, a taste, a feeling, or a night that feels like a dream you've had before."



Upon entering, guests discover that DEJAVU is not one single space, but a trio of distinct environments. The evening begins in the lively Emerald Room, a green-and-gold-accented bar perfect for pre-dinner cocktails. From there, the journey continues into the Golden Room, an elegant 40-seat dining area with cream-toned interiors and antique taupe drapery, setting a refined stage for the Mediterranean-inspired menu.

The kitchen, led by a team of chefs with pedigrees from esteemed restaurants across Europe and New York, presents a menu that fuses coastal Turkish and Italian influences through a modern New York lens. Dishes are crafted to be both comforting and surprising. Starters include DEJAVU Burrata (\$19) with Mediterranean herbs, a New York-inspired Pastrami Croquette (\$19), and a delicate DEJAVU Carpaccio (\$24) with truffle oil and shaved Parmesan.



Hand-rolled pastas reflect a deep connection to Mediterranean roots, highlighted by the Manti Dumplings (\$32)—Turkish ravioli dressed in a velvety yogurt sauce and Aleppo chili butter. For a touch of indulgence, the menu offers a luxurious Lemon Spaghetti with Caviar (\$42) and a traditional caviar service.

The bar program is a performance in itself, where mixology meets molecular science. Each cocktail is designed to evoke the restaurant's namesake sensation. The signature DEJAVU cocktail combines white rum, lychee, yuzu, and a delicate matcha foam. The Truffle Coffee Negroni uses truffle oil fat-washing to create a deep, earthy complexity, while the Emerald Dream offers a crisp blend of tequila, Lillet Blanc, and basil cordial.

As the night deepens, the energy shifts. For those in the know, the experience culminates in the Red Room. Also known as the "Desire Room," this intimate 10-seat speakeasy, hidden behind velvet curtains, hosts exclusive tasting menus and immersive burlesque performances from Thursday through Saturday.



This chameleonic atmosphere is exactly what Köroğlu intended, describing the vibe as an “elegant Halloween every night.” DEJAVU is more than a restaurant; it’s a destination for rediscovery, promising an experience that feels both timeless and thrillingly new.

DEJAVU is located at 394 West Street, New York, NY 10014. It is open Monday, Wednesday, Thursday, and Sunday from 5 PM to 12:30 AM, and on Fridays and Saturdays until 2 AM. Reservations are available on Resy.

Barış Köroğlu's DEJAVU Brings Mediterranean Elegance and Speakeasy Intrigue to the West Village

By Jordan French

December 14, 2025



The Far West Village is poised to welcome a new destination for immersive dining and nightlife this October with the opening of DEJAVU. Located in a discreet townhouse at 394 West Street, the new restaurant and cocktail lounge is the vision of restaurateur and creative director Barış Köroğlu (Baris Koroglu), designed to blur the lines between a refined dinner, a spirited cocktail bar, and a late-night social club.

DEJAVU is the latest venture from Köroğlu, an entrepreneur with over a decade of experience at the intersection of hospitality, art, and entertainment. Drawing on his Turkish heritage and training in top European restaurants, Köroğlu aims to create an atmosphere that feels both timeless and modern. His previous project, the immersive nightlife concept The Lullaby, blended music and culture, a spirit he now brings to this multi-faceted venue.



“DEJAVU is about atmosphere, a refuge where one may escape the noise of the city, linger in good company, and allow the night to take its natural shape,” said Köroğlu.

The 2,800-square-foot space offers guests a journey through three distinct environments. The experience begins in the Emerald Room, a lively green-and-gold bar with nine seats, perfect for pre-dinner cocktails. From there, guests move into the Golden Room, the 40-seat main dining salon. With its refined cream-toned interior and antique taupe drapery, the room sets a stage for a culinary homage to the Mediterranean coast.

As the evening deepens, guests may discover the hidden Red Room, also called the “Desire Room.” Concealed behind velvet curtains, this intimate 10-seat speakeasy will host private tasting menus and immersive burlesque performances from Thursday through Saturday.

Helming the kitchen is Chef Aslan, whose menu is a poetic tribute to the coastlines of the Mediterranean. Dishes are crafted to harmonize familiarity with surprise, including DEJAVU’S Burrata with fragrant herbs, Pastrami Croquettes offering a nod to New York’s culinary lineage, and handmade pastas like the luminous Lemon Spaghetti with Caviar. Manti Dumplings in a traditional yogurt sauce and Aleppo chili butter honor Köroğlu’s Anatolian roots, while Grilled Branzino with Harissa and Preserved Lemon captures the light, layered essence of coastal dining.



The cocktail program is a performance in itself, a fusion of artistry and science led by mixologist Turgut. Employing advanced techniques like sous-vide infusions, cacao fat-washing, and matcha foam emulsions, the bar crafts libations that evolve with each sip. The signature DEJAVU Cocktail — a blend of white rum, lychee, yuzu, and pineapple topped with matcha foam — embodies the venue's ethereal identity. Other highlights include the Truffle Coffee Negroni, which infuses roasted coffee beans with truffle oil for an earthy depth, and the elegant Emerald Dream, balancing tequila, Lillet Blanc, and a house-made basil cordial.

Open from 6 PM to 2 AM, DEJAVU is designed to transition seamlessly from a relaxed dinner setting to a raucous, dream-like lounge. Köroğlu envisions it as more than a restaurant. He sees it as a "salon of imagination" for artists, creatives, and visionaries to connect over a shared appreciation for beauty and experience. Each night, guests will be invited to "Enjoy the show," finding a moment, a taste, or a feeling that is at once entirely new and impossibly familiar.

DEJAVU is located at 394 West Street, New York, NY 10014, and opened in October 2025.

Instagram



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Exqz

192 posts 224K followers 85 following

Exquisite places, curated in NYC & beyond.
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Photo: Dejavu Supper Restaurant & Club

exqz



Dejavu

Greenwich Village | Restaurant

Dejavu transforms a West Side corner into a transportive world of velvet banquettes, mood-lit arches, and jewel-toned rooms that feel tailor-made for downtown nights that stretch blissfully past midnight. The menu leans Mediterranean with an indulgent flair—think lemon spaghetti crowned with caviar—paired with meticulously crafted cocktails that are as polished as the

Winter in New York calls for dining rooms wrapped in velvet, heavy drapes, and low glowing light. These date night spots feel especially inviting in colder months, with richly layered interiors that create warmth, intimacy, and a sense of escape. Plush textures, thoughtful design, and candlelit tables turn each meal into a quietly romantic experience made for lingering long after the plates are cleared.

[@exqz.nyc](https://www.instagram.com/exqz.nyc)

KING OF THE NIGHT

Barış Koroglu Debuts "Barış," An essential Menswear Capsule collection, designed to Instantly Elevate Going-Out Style



In New York City, where the velvet rope is both a metaphor and a nightly reality, personal style isn't just expression; it's access. Barış Koroglu, the hospitality force behind two of Manhattan's buzziest restaurants; Aquarelle in the East Village, and Dejavu, the West Village Supperclub and Caviar Espresso Bar, has spent years watching how men show up, and too often fall short when it comes to style. Now, Köroğlu is channeling his insider perspective into a new venture: a menswear line built entirely around perfect essentials.

After almost a Decade working in nightlife and hospitality, Barış saw a need to help men look their best. Men need fewer options, so he decided to launch his own capsule collection. Called Barış, the collection reflects the man himself: refined, direct, impeccably edited, and rooted in a deep understanding of what actually works in real life. For Köroğlu, this isn't fashion theory, it's fieldwork.

"As a restaurateur, I'm out every night," Köroğlu says. "I see the full spectrum of men's style, what works,

what's missing, and what instantly elevates someone the second they walk in."

From dining rooms to VIP lounges, Köroğlu has developed a rare vantage point on modern men's style. He sees what catches the eye, what reads as effortless confidence, and what quietly commands respect before a single word is spoken.

the Daily *front row*



And he noticed a pattern: men want to look sharp, but they're overwhelmed by choice, confused by trends, and left without a reliable foundation for everyday dressing.

"Men don't need 40 options" Köroğlu says. "They just need the right pieces in their wardrobe."

Bariş launches with a sharply curated lineup of "perfect essentials," each one engineered to anchor a full wardrobe, dress up or down, and move seamlessly from business meetings to late-night tables at New York's most exclusive rooms.

the Daily *front row*

The debut collection includes:

- The Perfect Black Suit Jacket: Tailored for clean structure, commanding presence, and absolute versatility.
- The Perfect Black Pants: A universal base that pairs with everything and elevates anything.
- The Perfect White Button-Down: Crisp, confident, and engineered for polish—without stiffness.
- The Perfect Black Turtleneck: Köroğlu's personal signature, designed with a sleek, powerful silhouette.
- The Perfect Felt Jacket: Transitional, architectural, and ideal for the man who wants presence without pretense.
- The Perfect Leather Jacket: Edgy but refined—European attitude meets New York precision.
- Each piece is built around Köroğlu's commitment to simplicity that strikes, elegance without ego, and style choices that remove friction rather than add it. The line is intentionally trend-resistant, these are clothes designed for longevity, not fashion cycles.

Working at the intersection of hospitality and culture, Köroğlu has seen firsthand how the right look can shift a room. "Your outfit speaks before you do," he says. "If you want to be at the table where things happen, you have to look like you belong there."

Barış is designed to democratize that access, to give men a wardrobe that signals confidence, sophistication, and readiness. Clothes that help men walk through the door, glide past the velvet rope, and step into the moments where opportunity lives.

Köroğlu's journey from restaurateur to designer isn't a pivot; it's a natural extension of his world. At Aquarelle, he built one of the East Village's most magnetic scenes, blending Mediterranean warmth with New York edge. At Dejavu, he curated a nightlife experience that feels equal parts luxe, intimate, and electric.



His restaurants are masterclasses in ambiance, detail, and aesthetic clarity, the same principles now animating Barış. "I create environments where people feel their best. This is the same idea, just expressed through clothing," he says.

the Daily *front row*



The Barış man is international, culturally fluent, and always in motion. He needs clothes that transition: day to night, meeting to martini, gallery opening to late-night reservation. The line is designed not only to elevate personal style but to remove the friction from it.

"Men today want life to be simple," Köroğlu says. "These pieces do the work for you."

While Barış is launching as a capsule, Köroğlu hints at a broader universe to come, expansion into footwear, outerwear, and even grooming. What began as a solution for the men he sees every night is now on track to evolve into a lifestyle brand grounded in confidence, culture, and modern masculinity.

For a man who understands that the right look isn't superficial, but strategic, the next frontier in menswear feels inevitable.

"With Barış," he says, "I'm giving men the tools to show up as their strongest selves, wherever they're going to get through the velvet ropes"

The collect is available on Instagram DM Barış @Barısnkoroglu