

The King Of Showbiz, Alexander Proud, Is Sure Cabaret Is Better Now Than Ever.

Famous for founding Proud Cabaret, Alexander Proud speaks truths as to why Cabaret at Proud is better now than ever before, even after a year of lockdowns!



United Kingdom, Bridgnorth, Sep 9, 2021 ([Issuewire.com](https://www.issuewire.com)) - The History Of Alexander Proud

Alexander Proud is famed for his opulent London and Brighton Cabaret venues, but he didn't start off in hospitality. Alexander Proud was the owner of one of Europe's coolest photography galleries. Specialising in rock and roll photography, [Proud galleries](#) gained a reputation for hosting glamorous red-carpet events with models, rockstars, and world-famous fashion icons rubbing shoulders with London musicians and artists.

Reviving the art of cabaret in the heart of London was an unusual step for a gallery owner and art lover. A bold sidestep from an already successful business. So how did [Alexander Proud](#) end up running some of the UK's most famous cabaret dining establishments?

Alexander Proud is a serial entrepreneur with a low boredom threshold, a trait he puts down to being “a dysfunctional British boarding school boy”.

Where Proud Cabaret Began

Alexander Proud says the real inspiration for opening Cabaret was a personal trip to Berlin and a visit to one of its infamous cabaret venues.

“I’d just been to Berlin and we went to a cabaret show and as I was walking down the stairs I immediately thought we could set something up in a similar style, like this cool, illicit sort of dive bar.”

He became determined to revitalise the forgotten art of Cabaret and opened [Proud Cabaret](#) in an underground restaurant in the City over ten years ago.

“I saw promise in the venue’s low light, low ceilings, and a lot of other reasons you’d think it was a really rubbish restaurant.”

Proud is now a name synonymous with Cabaret and Alexander Proud isn’t cynical about the shows, neither has his enthusiasm waned with time. He can still be found almost every Thursday, Friday, and Saturday night in one of his venues, whether on stage welcoming customers, backstage checking on the performers whom he considers to be family, or walking around the tables talking to guests. Alexander Proud is a self-confessed workaholic, the devil is in the detail, and no detail is left unchecked at Proud.

A Hands-On Approach

Alexander Proud supervises show auditions and stops in on rehearsals, he informs menu changes and has personally overseen the recent renovations at all three of Proud’s cabaret dining venues, and refreshingly he’s proud of his business, his performers and happy to wax lyrical about why the future is bright for Proud.

Alexander Proud says “The venues look incredible, the food is tastier, the shows are sexier. We are simply the best at what we do”.

Since [Alexander Proud](#) took over Proud Embankment in 2018, he has taken on the West End heavyweights with a colossal Vegas-style entertainment venue offering high-end dining, immersive shows that combine cabaret with aerial performances, and a 750-capacity nightclub.

“This is the most glamorous venue in London outside places like The Ned and Soho House,” Alex says.

“It’s unique in its size and location, two stories high, with an impressive central atrium for dizzying aerial

shows which are so cinematic they will make you feel like you're in a film, it's really mind-blowingly stunning."

It's a far cry from the original concept of Proud Cabaret, born in a subterranean former opera bar in Mark Lane just over seven years ago.

Proud Cabaret – Better than Ever

Proud has become known for renovating iconic, heritage buildings and establishing full-service entertainment venues with fine dining and impeccable service, but mostly for providing a platform for International acts and award-winning cabaret and circus acts. "We have the biggest and best names in the industry on our stage. Outside Vegas, you cannot see a show like this anywhere in the world," says Alexander Proud.

Perhaps one of the reasons [Alexander](#) Proud has been so successful is that he genuinely wants to go the extra mile for his customers:

"Too many pubs and bars are just there for people to pile into after work, sink a few pints, and then head home. We need to start thinking like an ecosystem and respond accordingly: improve, open later, get more imaginative. Above all else; respect your customer."

Alexander Proud has put his money where his mouth is more than once. With tens of thousands poured into his venues during the recent lockdown to ensure he gave customers a reason to come back, he has an absolute belief in the importance of what he does, and in the hospitality industry as a whole. "Now more than ever, people need to be entertained. We are all desperate for a good night out."

"I am continually astonished by the skill and artistry of our cabaret performers. Cabaret is still unique in that it remains a true fringe art combining the risque and the shocking, and the beautiful. It's a privilege to provide a platform for their acts and I cannot wait for everyone in the UK to see this show."



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