

# GOLD STANDARD HOTELS 2013

## SOHO BEACH HOUSE, MIAMI



*Soho Beach House, Miami*

### BEST BEACH HOTELS: Soho Beach House, Miami

Some 25 blocks north of fading South Beach stars such as the Delano and the Raleigh, Soho Beach House gave Miami a much-needed shot of glamour when it opened in October 2010. And it still checks every sexy-weekend-by-the-beach box: just ask the droves of vitamin-D starved New Yorkers who descend each winter. The exhaustive list of attractions includes two

pools (one on the roof); spot-on steaks and pizzas at leafy Cecconi's restaurant; three hopping bars; and a colossal Cowshed Spa with a beachwear boutique (snag your Lisa Marie Fernandez swimsuit here). The decor - retro Latina with an occasional Brit flourish - makes a refreshing change from all that minimalism down south, but it's the details and service, too often delivered with a sneer on South Beach, that make the House such a hottie. Loungers have red watering cans for foot-rinsing, the bathroom stash includes hair-straighteners, and if the super-sized Art Deco bar in your room doesn't persuade you to whip up a Mjoito, order 'One While Changing' and a handsome bartender will do it for you. Only Soho House members, their guests and hotel guests are allowed in, so this tends to be a Speedo-, silicon- and shriek-free zone - or in the words of Soho House group founder Nick Jones, 'Miami matt'. Which is just as we like it.

*Soho Beach House, 4385 Collins Ave, Miami Beach, Florida, United States. Doubles from \$400 (00 1 786 507 7900; [www.sohobeachhouse.com](http://www.sohobeachhouse.com))*