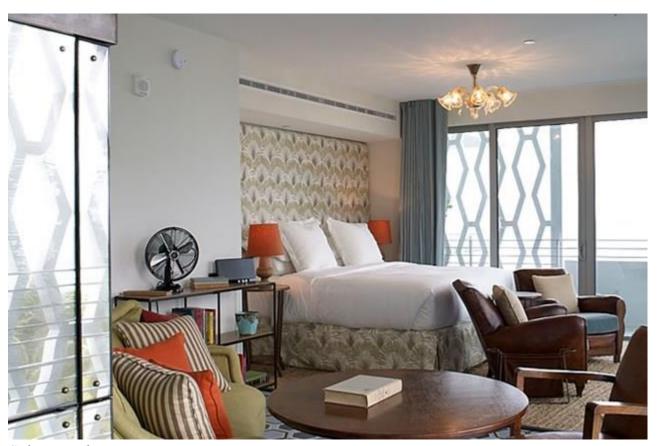
GOLD STANDARD HOTELS 2013

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 footrinsing, 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)