



SOUTH BEACH  
HOTEL & RESIDENCES



Global Property Partnership



now surfaced.

The Synergy of Beauty and the Beach



Combining the personality and style of an independent hotel with the reliability, consistency and attentive service of a major business hotel, W Hotels® has redefined the upscale hotel experience, becoming the fastest growing luxury hotel brand in the world.

It began with the recognition that there are customers who seek a balance between style and substance in their own lives, as in the destinations they choose. Each W hotel embodies this balance with a strikingly modern approach to design that is as refreshing, accessible and comfortable as one's own living space, and an emphasis on comfort, warm, attentive service and exceptional amenities.

From the creative spark of its inception, W Hotels has defined a new vision, vocabulary and voice for modern living. It has created a place where guests can enjoy all the comforts and services of a luxury world class hotel, while immersed in all that's cool in the world of music, design, fashion and art. From private in home catering to a 24 hour social concierge or yoga lesson on the beach, W Hotels gives its guests access to a world beyond the velvet ropes without asking them to conform.

Now making a new home for itself and its guests, W South Beach Hotel & Residences will translate the colors and flavors of South Beach into every aspect of its design, and ultimately the resident experience. Adventurous, sexy, relaxing, and always unique, W South Beach Hotel & Residences will offer the perfect world to work, play, or simply get away.



## RESIDENCES OFFERINGS

### BUILDING FEATURES AND AMENITIES:

- 300 feet of pristine oceanfront property
- Two outdoor infinity edge pools
- Secret Garden with fountains and private outdoor showers
- Swim up private pool cabanas with flat screen TVs
- Private beach access
- Soaring ceilings and ocean views in Living Room
- Door attendant and Welcome Ambassador
- Full time maintenance staff for finely manicured landscapes and interiors
- Wired and Wireless business center services with high speed internet access
- Meeting rooms with signature W sensory set up (aromatherapy, mood music and creative catering)\*
- Multi lingual staff, foreign currency exchange
- W Store featuring products for bed, body, bath and travel
- 24/7 security



## RESIDENCES OFFERINGS

### RESIDENCES FEATURES AND AMENITIES:

- Beautifully designed, fully furnished residences by award winning designer Yabu Pushelberg
- Ocean Suites, one and two bedroom Ocean Residences, Beach Bungalows and Penthouses
- Expansive glass balconies with unparalleled views of the beach and ocean from sunrise to sunset
- Over 9 foot high ceilings
- W Hotel signature down bedding\*
- Two plasma televisions, CD and DVD player, and iPod docking station\*
- Wireless, high speed internet service
- Multi line telephones and Bose wave radios
- Built in European cabinetry in closets
- Safe and owner lock out closets for your keepsakes
- Full kitchen with top of the line appliances in all residences and catering kitchen in select units
- Marble and wood flooring
- Imported cabinetry, spa showers, marble sinks and Bliss Spa products
- Soaking tub in larger units
- W Hotel signature bathrobes and slippers
- Espresso machine in lock out for owner use only
- Daily housekeeping services

### BEACH CLUB – LIVING ROOM ON THE OCEAN\*:

- Beach Ambassador to secure the perfect spot on the beach and bring you your favorite cocktail
- Umbrella, chaise lounge, towel, and food and beverage service.
- Oil up station where tanning oil is sprayed directly on your body with no mess
- Gourmet lunch in a box for a picnic on the beach
- Pre reserved beach chairs (also available poolside)
- Parasail/Boat and other beach rentals



## RESIDENCES OFFERINGS

### W LIFESTYLE SERVICE AND AMENITIES\*:

#### **W Wellness**

- Bliss Spa™: take a personal retreat anytime at the 5,000 square foot world famous spa
- B.I.P: spa discount and preferred access program for residents
- Sweat: state of the art fitness facilities and equipment
- Personal training, yoga, pilates and aerobics studio
- Nutritionist, custom meal programs and diet plans
- Poolside treats such as frozen towels, cooling eye masks and refreshing face mist

#### **W by Design Style Consulting**

- Private shoppers and fashion consulting
- Design consultants for furniture purchase, artwork, layout/feng shui
- In home personal styling, from hair to manicure
- Plants: weekly botanical service

#### **W Entertainment**

- Late night Living Room and private VIP room
- Events for residents: fashion trunk shows, wine tasting, movies
- Wheels: limousine service and car valet cleaning services
- Wireless laptops and portable DVD players
- VIP priority service and pager system to alert owners when their table or car is ready



## RESIDENCES OFFERINGS

W LIFESTYLE SERVICE AND AMENITIES\*:

### W Dining

- Two signature gourmet restaurants providing indoor and outdoor dining
- In home dining: room service 24/7 from our signature restaurants
- Pantry Raid: grocery shopping and delivery
- Private in home catering that can even be served on your own dishes if you choose
- Personal Chef services for dinner parties or a romantic dinner for two
- Private outdoor dining tents available

### Whatever/Whenever™

- Dedicated Residences Concierge
- Preferred owner check in
- Wash: laundry service from hamper pickup to in closet delivery
- Dry cleaning pick up and delivery
- We fix it: 24/7 in home maintenance service
- Woof/Meow: pet services walking, feeding, grooming, massage, etc
- Childcare and babysitting services
- Birthday party planning services
- Weekly hot lists of restaurants, lounges and event picks for residents from your concierge
- Package delivery and courier services
- Company: get a goldfish for the stay complete with naming and feeding instructions
- Foreign and domestic papers and magazines delivered to home
- Secretarial services
- Rental of business equipment (laptop, mobile phone and audio visual)
- Technology consultants and IT support







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