



W South Beach, Miami

Travel

The blue rinse brigade is little more than a distant memory on Miami's 22nd street. Located in one of the city's most prestigious neighbourhoods, the art deco lined strip has just received a conspicuous new resident.

Pulled together by a crack team of some of the biggest names in design, including award-winning designers Yabu Pushelberg and Studio B, Architect Costas Kondylis, photographer Danny Clinch and 'conceptual garden artist' Paula Hayes - the [W South Beach](#) is a lesson in the unadulterated luxe of the Miami lifestyle.



[See more images of the W South Beach, Miami](#)

Featuring a sprawling eco-friendly beachfront garden; 408 guestrooms spread over 20 storeys; private plunge pools; two restaurants - including celebrity haunt [Mr Chow](#) and Mediterranean eatery Solea - and a signature Wall nightclub - when it comes to entertainment, the W South Beach has every corner covered. Guestrooms start at a staggering 574 sq ft, and with all 408 commanding faultless views of the ocean, even those pulling in the proverbial purse strings can take advantage of the penthouse experience. Global influences abound, with Japanese soaking tubs studding the bathrooms, Italian sofas sprawling in guestrooms, and glided bronze light fixtures from Swiss firm Studio Atelier OI, dangling leisurely in the lounge. Should the compulsion to trim down or tone up prevail, the W South Beach's two pools, tennis court, basketball courts, beachside yoga and signature Bliss spa are there to lend a helping hand.