



HOTEL FACT SHEET

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ABOUT THE SETAI: Situated ocean-side in the heart of Miami's most desirable location in South Beach, The Setai, Miami Beach is an award-winning, international leader in hospitality and the hotel of choice for the sophisticated international traveler. The Setai masterfully combines the warmth of Asian hospitality with the best in personalized service and truly rarified comfort. Housed in a restored 1936 landmark building within the historical Art Deco District, The Setai has been artfully designed, weaving the aesthetics of the Far East into its original Art Deco facade. The Setai features 87 Art Deco rooms, 50 Ocean Suites, 1 Penthouse and incomparable amenities including three temperature-controlled sparkling pools, beach front services, exceptional dining experiences led by Executive Chef Vijayudu Veena, The Spa by THÉMAÉ and a Clefs d'Or Chief Concierge. The hotel is privately held; holds membership with The Leading Hotels of the World, and has been consecutively awarded the coveted Forbes Travel Guide Five Star Award since 2015.

**GENERAL
MANAGER:** Mr. Alex Furrer

OWNER: Nakash Holdings in partnership with financier Alex von Furstenberg and his family. Nakash Holdings is the private investment office of the Nakash family of Jordache jeans fame. The company manages a multibillion-dollar portfolio of investments including aviation, retail, agriculture, transportation, manufacturing and real estate located in prime locations throughout the world. The real estate portfolio consists of retail, office, multifamily and hospitality properties. Nakash continues to aggressively seek out new opportunities in locations that fit the portfolio criteria. The strategy is generational, with a focus on long term holds, acquiring the best buildings in the best locations.

**ARCHITECT
AND
DESIGNER:** Jean Michel Gathy of Denniston International and Jaya Ibrahim & Associates Design Art Deco fusion, the overall design concept of The Setai, is a philosophy that combines the architectural history of South Beach and its cultural diversity with the international Art Deco movement, particularly its influence in Asia. The lead designer, Jean-Michel Gathy of Denniston International Architects and Designers has surpassed the staged décor style that has been the main theme of the boutique hotels in South Beach and created an environment that is truly distinctive and luxurious with an underlying Asian aesthetic and value.



**PROPERTY
SETTING &
AMBIENCE:**

The Setai is a place so calming and serene that it is sure to change guests forever, whether staying for a night or longer. Born out of a vision, The Setai reflects a passion to provide an experience that few can imagine. Starting with an intimate setting, The Setai creates a private world that connects guests with what has always been the greatest attraction of Miami Beach: the beach, the sun, and the night.

Design: Art Deco fusion, the overall design concept of The Setai, is a philosophy that combines the architectural history of South Beach and its cultural diversity with the international Art Deco movement, particularly its influence in Asia.

If one design element expresses the concept of Art Deco Fusion, it would be the grey antique bricks used in the lobby. These bricks were transported from Shanghai, China, which at one time had the largest array of Art Deco buildings in the world and are still prevalent today. Several buildings in Shanghai's old city that were in irreparable condition were taken apart, literally brick by brick. These bricks were restored and are now stunning in their new setting. They are also a bridge between the Art Deco hubs of Shanghai and Miami, and a symbol of Asian and American fusion of The Setai.

GUEST SUITES:

The Art Deco Building

87 Studio Suites, One-Bedroom Suites, Junior Suites and Bi-Level Suites varying in size from 550 to 1,200 square feet.

The Ocean Suites

51 Ocean Suites within the hotel rental program One, Two, and Three-Bedroom Suites vary from 900 to 3400 square feet, located within a Residential Tower. The Tower has a total of 159 units.

Bespoke services and amenities included with each Ocean Suites reservation:

- One round-trip private airport transfer per reservation
- One 45-min spa treatment per reservation enjoyed in The Spa
- Setai Grand Breakfast in Jaya or Ocean Suites private breakfast
- Valet Parking for 1 Car
- Non-alcoholic en-suite beverages replenished during stay
- Access to The Ocean Suites luxury courtesy car
- Personal assistance for unpacking and packing, upon request
- Dedicated arrival, concierge and valet teams
- The Leading Hotels of the World Leader's Club Membership (introductory level for first year)

**THE
PENTHOUSE
SUITE:**

One of America's premier suites, the Penthouse is located on the 40th floor of The Ocean Suites residential building. Wrap-around balconies provide guests spectacular 180-degree views of the Atlantic Ocean, South Beach and Miami. The Penthouse suite features 10,000 square feet, four bedrooms (including two master suites), five bathrooms, private outdoor terrace with multiple lounging areas, private lap pool, Jacuzzi and open-air bar.



**SUITE
AMENITIES:**

En-suite bathtubs for personal spa treatments
Rain showers
4 & 5 fixture bathrooms
Handmade Swedish Duxiana king-sized bed
Luxurious Acqua di Parma bath amenities
En-suite private dining seating
In-Suite Elsafe
Cable/satellite television
Large flat screen LED Samsung TVs
Nespresso coffeemaker
In-suite mini bar
Samsung Sound Bar (Ocean Suites Only)
BOSE Wave System with Bluetooth (Art Deco Only)
IBAHN ETVi Digital Entertainment & Information System
MITEL 5360 COLORIP Phone
Wireless/ high speed internet access
24-hour in-suite dining
Dedicated concierge team, led by a Clefs d'Or Concierge
Personalized housekeeping service
Fully equipped Sub Zero gourmet kitchen (Ocean Suites Only)
Laundry and dry-cleaning services
Daily national and international newspaper service
Valet parking (\$49 overnight) (Hourly Rate \$27)

**GUEST
SERVICES:**

Complimentary use of luxury house car (nearby one-way transfers)
Full-service Asian-inspired spa
Fitness center
Full Service, private beach
En-suite spa treatments
Fine dining restaurant and bars
Asprey boutique
Lush outdoor Courtyard with serenity pond
Three newly beautified infinity temperature-controlled pools
Pool & beach daybeds
Private yacht and plane charters upon request
Private ground transportation upon request
Water sports available nearby
Golf and tennis available nearby
Deep-sea diving available nearby



RESTAURANTS & BARS:

JAYA:

Jaya at The Setai is a bold, modern Asian restaurant inspired by ancient silk and spice trading routes. Jaya, which means “victory” in Sanskrit was chose to honor the late interior designer Jaya Ibrahim, one of the Setai’s original designers. Executive Chef Vijayudu Veena has created standout dishes from Thailand, Vietnam, India, China and Japan. Named one of Miami’s “hottest new restaurants,” Jaya incorporates many traditional culinary techniques from wok stations to tandoor ovens. Its menu features bold and modern Asian cuisine with bountiful flavors of turmeric, cardamom, ginger, cinnamon, chilies, coconut milk and tamarind; while also presenting longtime Setai favorites including Peking Duck, Naan breads, Indian curries, Tandoor sea bass and Dim Sums. Dishes are served family-style for a lively and approachable dining experience; and guests also have the option of either dining indoors or in the Hotel’s tranquil awning-enhanced Courtyard.

THE SETAI WINE CELLAR:

Curated by Head Sommelier Hakan Balkuvvar, The Setai’s wine list boasts 41 pages of top estates from around the world. This impressive list represents New and Old World Wines, and has been award the Wine Spectator’s “Best of Award of Excellence” since 2007. With an emphasis placed on small family wineries, true artisan producers that continually focus on quality, our wines are presented in Riedel’s “Sommelier Series” glassware, showing our commitment to making every guest’s experience memorable with proper service, decanting when necessary and fine dining service etiquette.

THE BAR & COURTYARD:

By night, moods lift and music embraces as sophisticated global dishes are paired with fine wine, champagne and cognac selections, as well as creative cocktails with an Asian twist. The Bar is adorned with mother of pearl material, while the adjacent tranquil yet chic Courtyard features towering pergolas with rich woods and The Setai’s iconic serenity pond, where guests lounge around in the sunshine, while enjoying a robust breakfast or light lunch, or under the twinkling stars when night falls. The Bar & Courtyard presents an elegant backdrop for whatever the day or night may bring.

THE OCEAN GRILL:

The Ocean Grill features a poolside bar stretching virtually the entire length of the pool deck, offering a quintessentially chic atmosphere. The menu features flavors of the Mediterranean-inspired menu featuring a custom-built wood-fire grill, giving each dish a rustic flare. Menu highlights include Spanish Octopus on The Grill, Yellowfin Tuna Tartre, and Mediterranean Branzino. One local favorite is The Ocean Grill’s exotic White Truffle Pizza, “the diamond of the kitchen”. Daily chef specialties feature local and seasonal ingredients, infused with flavors reminiscent of sun, summer and coast.

**THE SPA:**

The Spa at The Setai by THÉMAÉ presents guests with a beauty philosophy built on a foundation of global tea rituals, results-driven French technology, and standards from co-founders Bertrand Thiery and Guillaume Lefevre. THÉMAÉ is the Japanese name for the intricate tea preparation ceremony, a term that conveys precision, an unparalleled depth of knowledge, superlative tools and ingredients, and an appreciation for sensory experiences that is representative of The Setai's dedication to providing a rarefied spa experience for its guests. The Spa at The Setai, Miami Beach offers the full range of THÉMAÉ products and signature massage and beauty treatments in an oasis-like setting right by the sparkling ocean. Exquisite spa suites feature double beds, showers, steam rooms and terrazzo soaking tubs. Each Suite has beautiful views of the resort's three pools and the ocean.

THE POOLS:

Three temperature-controlled sparkling pools for guests - Oriented east to west, so always fantastic sunrises and sunsets - Swim laps in our 75-degree pool, lounge comfortably in our 85-degree pool or for family-friendly dips, the 95-degree pool is perfect - Poolside towel, water and magazine service - Pool and courtyard menu for our guests. Can order from the comfort of their lounges through our in-house hotel app (they can also order from the beach!). The pools at The Setai are made from 99% recycled glass.

Press Contact

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