



Media Contact:
Greer Brody, J Public Relations
gbrody@jpublicrelations.com
212.924.3600

THE SETAI, MIAMI BEACH DEBUTS “THE SETAI GALLERY SHOPS” IN TIME FOR HIGH SEASON

Luxury Hotel Unveils Five New Retail Offerings

Miami (October 2018) – This fall, The Setai, Miami Beach will debut a brand new retail space, The Setai Gallery Shops, featuring top names in ready-to-wear, jewelry, eyewear and swimwear from **Blanche, Karine Parras, Lavish Eyewear, Orlebar Brown, and Edoardo Borrelli**. The new retail will join **Asprey**, a current retail partner which has offered its luxury products to Setai guests for over ten years, and remains open through the renovation. This the first time the resort is offering direct access to retail from Collins Avenue since the hotel was built in the 1930’s. Specifically curated with The Setai guest in mind, The Setai Gallery Shops offer everything they may need for a stay, while also providing a new shopping district for its guests and residents as well as tourists and locals.

“The Setai has become synonymous with upscale amenities and personalized service, and the new retail shops will further enhance the guest experience from the moment they step foot on property,” said Alex Furrer General Manager of The Setai, Miami Beach. “We look forward to inviting guests, locals and visitors of South Beach to The Setai, with the continued evolution of The Setai brand and its offerings.

Opening this October, **Blanche** will offer handpicked items for every occasion that are feminine yet edgy. Whether a night out in South Beach, dinner at The Setai’s Friday night Asian Bazaar, or a relaxing day time look, choose from brands like Aquazzura, Chloe, Zimmermann and Golden Goose. Also debuting in October is **Karine Parras**, offering fine jewelry, ready to wear clothing and a handbag collection.

The first brick and mortar for **Lavish Eyewear** will debut in November at The Setai, featuring the latest styles and designers including Dior, Chrome Hearts, Gucci, Tom Ford and Maybach – giving guests the best in eyewear whether stepping out on Collins Avenue or in one of The Setai’s many outdoor spaces. **Edoardo Borrelli** is also slated to open in November offering bespoke suits. Each Borrelli piece is made by hand, using traditional Italian tailoring.

Opening in December is **Orlebar Brown**, known for their tailored approach to men’s swim shorts. Offering their classic “short you can swim in,” Orlebar Brown is perfect for laying by one of The Setai’s three temperature-controlled pools, private beach, or enjoying lunch beachside at The Ocean Grill.



Located ocean-side in the heart of South Beach, The Setai offers a sanctuary that most visitors cannot get anywhere else in the city – a contradiction to the bustling outside landscape. Housed in a restored 1936 landmark building within the Art Deco District, The Setai offers discreet service, luxurious accommodations, a private beach, three pools, exceptional dining experiences, and The Spa by THEMAE.

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About The Setai, Miami Beach

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, the latest in-room technologies 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 façade. Overseen by General Manager Alex S. Furrer, The Setai features 87 Art Deco rooms, 52 Ocean Suites, including the Penthouse and incomparable amenities including three temperature-controlled sparkling pools, beach front services, The Spa by THEMAE and a Clefs d'Or Chief Concierge. Additionally, the property offers exceptional dining experiences led by Executive Chef Vijayudu Veena, including pan-Asian restaurant Jaya, open for breakfast, lunch and dinner. The hotel is privately held; holds membership with The Leading Hotels of the World, and has consecutively been awarded the coveted Forbes Travel Guide Five Star Award since 2015. For more information, visit thesetaihotel.com. Facebook: /thesetaimiamibeach, Instagram & Twitter: @TheSetaiMiamiBeach.