REVIEW: A peek into the SOHO Beach House in Miami

There’s nothing quite as relaxing as tropical climates where a constant breeze keeps the sweat from building up and you can find some shade and a view. The SOHO Beach House in Miami is one of those spots.

From the minute you enter the building (located right next to the legendary Fontainebleau) there is a feeling of secrecy. After all, this is home of the SOHO club, known internationally as hidden lounges reserved for celebrities and well-heeled folk. You walk into the hidden check-in area where reception whisks you into an even more hidden (and velvet lined) elevator.

The best part of this hotel is the decor. It’s eclectic and feels like something that someone might put together for their own house. It’s a mishmash of items with a beachside bungalow feel. I wouldn’t have thought that leather chairs with reclaimed wood and outdoor cushions would feel at home inside a hotel room but for the SOHO Beach House it all works well.



The best part of this hotel though is the property itself, namely the upstairs spaces, and all the little nooks and crannies of the SOHO Beach House members-only property. As a matter of fact, if you're not a member of SOHO House this is the only way you're going to get into this place short of being invited by a friend.

There's a movie screening room, an upstairs hot-tub, a

smallish pool, and dedicated beach access with chaises for hotel guests. The anchor restaurant in the hotel is of course Cecconis, similar to the SOHO House in Los Angeles and definitely worth a visit. Everything about the decor of this property is charming, upscale, and incredibly detailed. It's got a whimsical touch to it and I definitely think it's a great alternative to your standard faire in South Beach (as there's so many options there).



Check out the wood tub, the exposed brass piping, and the wicker baskets for towels and bath accessories

PROS:

- Impeccably decorated with a great beach vibe. This place really stands out and has character and charm
- Incredible rooftop deck which is great for a romantic retreat or just relaxing with your favorite beverage.

- Each room is different from the others which gives it a bed and breakfast type of experience (if that’s your type of thing)

CONS:

- The service was not very good. It took multiple calls to get some extra soap and towels, and unlike many small boutique luxury properties, the staff doesn’t go out of their way to know your name or particular preferences.
- The pool area is relatively small and covered by the trees and high walls of the building on either side, making it hard to catch some rays or to find an available lounge chaise.

SECRETS:

- Ask the front desk to send a bartender to your room for happy hour. There’s a full bar set including fresh fruits, bitters, and assorted mixers on the bar cart in the room and bartenders on staff will come to your room to make drinks for you as you get ready for your night out on the town!

OTHER STUFF IN TOWN:

- With the caveat that i’ve been to Miami well over 30+ times one thing that always stands out to me (And still my favorite hotel in Miami) is the Setai. It’s the pinnacle of luxury in South beach and has been since it’s inception. I really enjoy a speciality martini they make there called the “Chili Passion Martini”. Enjoy it in the lobby of the Setai which is decorated with manta ray skin-lined walls and teak wood imported from Indonesia. I always make a stop here when i’m in Miami.

- 