

HOTEL INTEL

TRENDY EDEN ROC MIAMI BEACH BUZZING WITH ENERGY



ROCHELLE LASH

Eden Roc Miami Beach has reached legendary status along the famous Collins Avenue strip of Atlantic oceanfront resorts, and a recent major update to the accommodations ensures that it will stay at the top of its star-studded game.

It's a big, bold and beautiful resort with 415 deluxe guest rooms, three swimming pools, a posh spa called Esencia Wellness, a private beach club as well as spectacular event and wedding space with splendid gardens, terraces and ballrooms.

There is a very today trendiness to this classic. Eden Roc's boutique, Boho Hunter, sells what it calls "cult brands" of sexy Miami beachwear, and the bartenders make mixology a fine art.

Cardi B has performed at Eden Roc during festivities for Art Basel Miami, the celebrity-fuelled culture fest that draws A-listers like Jennifer Lopez, Leonardo DiCaprio, Bono and Serena Williams. This year, Art Basel is happening Dec. 5-8.

Eden Roc's dramatic lobby is a sweeping indoor piazza filled with Miami Beach's beautiful people — mostly Gen Xers — lounging, texting, mingling and cocktail. Life radiates from a round bar at the centre of grand teak columns, bronze chandeliers, marble floors with mother-of-pearl inlays and the palest ivory leather and linen furniture.

The resort's two culinary showstoppers are the new farm-to-table Malibu Farm and the renowned Nobu Restaurant & Bar, both orchestrated by Eden Roc's executive chef, Thomas Buckley.

(Harnessing the concept of a boutique-hotel-within-a-resort, Eden Roc shares its space with Nobu Hotel Miami Beach, which has 206 rooms in an adjacent building. But that's another story.)

The scene: Eden Roc is a hotel with buzz and energy. It describes itself as "beach cosmopolitan," which reflects Miami's international clientele, seaside sophistication and upbeat pace. There is live music on Fridays through Sundays, free fitness sessions, tango lessons and

IF YOU GO

EDEN ROC MIAMI BEACH
Contacts: 305-531-0000, edenrocmiamibeach.com
Address: 4525 Collins Ave., Miami Beach, Florida.
Price: starting at US\$329; including swimming pools, fitness classes/gym, bicycles, in-room Bluetooth and Nespresso, CHI flat irons, bathrobes, Sunbeam steamers. If booked directly, best rate guaranteed and flexible check-in-check-out.
Extra: BECO kids club (Fri.-Sun., \$50 half-day, \$85 full-day), spa treatments, spa pass for hydrotherapy, \$25; 24-hour room service, valet parking, cabanas.

pizza-making for children and adults. BeCo Kids is a supervised weekend program that features marine eco-education and mani-pedis at the spa.

Designed by Morris Lapidus, the star-chitect of South Florida during the 1950s, Eden Roc is a classic example of Miami Modern and fits with Lapidus's motto of creating a hotel where guests could "have a good time."

True, but for many guests it is all about the ocean, and Eden Roc is on the shore of the Atlantic, with great sea views and the sand only steps away.

Food/drink: Where to go first? The beachside Aquatica Bar serves salads, burgers, wings and tacos, as well as treats like frozen mango coladas and coconuts infused with vodka.

Malibu Farm is a day-to-evening bistro with ocean views and chef Helene Henderson's delectable farm-to-table fare: sharing platters of fish, lobster or lamb; casual eats like corn pizza, crab cakes, chicken-ricotta burgers, a vegetable and tofu stir-fry; and fancier fare such as grilled octopus, Chilean sea bass, sirloin steak and miso-poached shrimp (malibu-farm.com).

Eden Roc's Nobu Restaurant, one of more than 50 worldwide, has tropical Asian decor and Japanese delicacies like sushi, sashimi, octopus carpaccio and wagyu foie gras dumplings (noburestaurants.com).

Breakfast is served in Nobu, too, and it's a treat. There is the option of a buffet, but I recommend some of the made-to-order, beautifully presented dishes



Eden Roc Miami Beach is a classic, glamorous Atlantic oceanfront resort. PHOTOS: EDEN ROC MIAMI BEACH

like the Spanish omelette or the avocado toast.

Rooms/suites: All redone recently, the rooms and suites are dressed in a new, lightly tropical theme, with silvery blue palm frond patterns and sand-hued carpets. The accommodations are spacious, and all have balconies or ground-floor patios, either facing the ocean or the city skyline. The new bathrooms sparkle in aquamarine glass and white tile, equipped with sweat-shirt grey bathrobes and apothecary-style Replica toiletries by Maison Margiela of Paris, crafted especially for Eden Roc. Some bathrooms have bathtubs and double vanities.

Wellness: Eden Roc wellness can be as simple as a stroll or bike ride along the oceanfront boardwalk or free fitness classes that include yoga, Pilates, kick-boxing or abs-and-core. You can work out at the gym and finally relax in the Esencia Wellness circuit of hot and cold baths.

Occasional special spa events include Truffle Tastings, Botox and Bubbles and Self-Care-Sundays.

Esencia's treatments are customized and patrons can choose from: For Workaholics, to relieve tension; the Keep Calm, for total relaxation; and The Sunshine anti-wrinkle facial. Nobu's signature treatments include Japanese Silk, which stimulates circulation.

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The trendy Eden Roc Miami Beach has 415 deluxe guest rooms and a posh, full-service spa called Esencia Wellness.

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