

THE SETAI

MIAMI BEACH

HOTEL FACT SHEET

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ABOUT THE SETAI:	<p>The Setai Miami Beach is an international leader in hospitality and a member of The Leading Hotels of the World. Awarded the Forbes Travel Guide Five Star Award in 2015, The Setai embraces the serene Far East cultural style featuring a refreshing balance between the sizzling South Beach scene and a tranquil tropical hideout. Offering the finest personalized services and amenities for its discerning guests, The Setai features 120 luxury suites including a four-bedroom Penthouse with floor to ceiling windows. Hotel amenities include three temperature controlled sparkling pools, beach front services, exceptional dining experiences, the new Spa at The Setai by THÉMAÉ and a Clefs d'Or concierge team, The Setai leaves no request unfulfilled, hence its popularity among the international jet-setting crowds.</p>
GENERAL MANAGER:	Alex Furrer
OWNER:	<p>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.</p>
ARCHITECT AND DESIGNER:	<p>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</p>

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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

80 Studio Suites and one-bedroom suites varying in size 550 to 1,144 square feet

The Ocean Suites

40 Suites within the hotel rental program One, two, and three-bedroom suites vary from 900 to 3500 square feet, located within residential tower building

Bespoke services and amenities included with each Ocean Suites reservation:

- One round-trip private airport transfer per reservation
- Flexible arrival and departure times, based upon availability
- One spa treatment per reservation enjoyed in The Spa
- Daily breakfast, per registered adult
- Non-alcoholic en-suite beverages replenished during stay
- Prepared bar upon arrival of select spirits and snacks
- Limitless en-suite cinema selections
- 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)

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THE PENTHOUSE SUITE:

One of America's premier suites, the Penthouse suite 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
Duxiana beds
Luxurious Roja Dove bath amenities
En-suite private dining seating
Teak floors
In-Suite Elsafe
Cable/satellite television
Large flat screen LED Samsung TVs
Illy espresso coffeemaker
In-suite mini bar
BOSE Wave System with iPod Docking Station
IBAHN ETVi Digital Entertainment & Information System
MITEL 5360 COLORIP Phone
Wireless/ high speed internet access

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24-hour in-suite dining
Dedicated concierge team, led by a Clefs d'Or concierge
Personalized housekeeping service
Valet parking (\$42 overnight)

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
Domenico Vacca 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:

The Restaurant

The hotel's exquisite Restaurant and executive chef, Mathias Gervais, combine the finest and freshest ingredients from different parts of the Mediterranean and French Riviera coast to deliver a most memorable dining experience.

The Restaurant menu showcases dishes inspired by the "Cuisine De Soleil" or the Sun Coast of Europe. The menu is based on regional Mediterranean specialties, which range from Spain to the Cote D'Azur, to certain regions in Italy such as Tuscany, Puglia and Sicily.

An expansive exhibition kitchen allows guests to imbibe the aromas and animation involved in the cuisine's preparation.

Open daily for breakfast, lunch and dinner, The Restaurant also features an elegant, indulgent Sunday Jazz Brunch. Dine on delicious American and Mediterranean brunch specialties plus an irresistible assortment of handmade desserts.

The Setai Grill

A taste of Asia and a tribute to classic American butchery elegantly harmonize for an original and new dining experience in Miami Beach at The Setai Grill.

Executive Chef Mathias Gervais presents a menu composed of rich cattle cuts, authentic Asian small plates and entrees, seasonal and local ingredients, and products from the industry's most celebrated purveyors

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including Pat LaFrieda. Escape to the cozy Setai Lounge, located next door to The Setai Grill, before or after dinner—or before a night on the town—for an array of premium wines, spirits and champagnes, as well as delicious small bites and gourmet desserts.

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 Pool & Beach Bar

The Pool & Beach Bar features a 90-foot poolside bar stretching virtually the entire length of the pool deck, offering a quintessential “chic beach hotel” atmosphere. The menu features flavors of the Mediterranean with refreshing Salads, Ceviches and fresh Seafood, along with an exceptional array of Brick Oven Pizzas, Wraps, Paninis and items from the grill. Daily chef specialties feature local and seasonal ingredients, infused with flavors reminiscent of sun, summer and coast.

THE SPA AT THE SETAI BY THÉMAÉ:

The Setai proudly introduced in July 2014 a re-imagined spa BY THÉMAÉ: experience: The Spa at The Setai by THÉMAÉ.

The luxury hotel's new spa experience offers specially formulated THÉMAÉ treatments and products created from four types of teas: red (rooibos), white, green and black teas.

THÉMAÉ, a Paris-based cosmetics and spa brand, is inspired by the art of tea and named after the Japanese tea preparation ceremony. Its revitalizing spa rituals and exclusive skincare products are created with extracts from four different kinds of teas. The Spa features four private spa suites, all with room for up to two guests, ocean and pool views, a private bath and steam room. For an even more private experience, select spa treatments are available to enjoy in the comfort of your guest suite for a nominal fee, upon request.