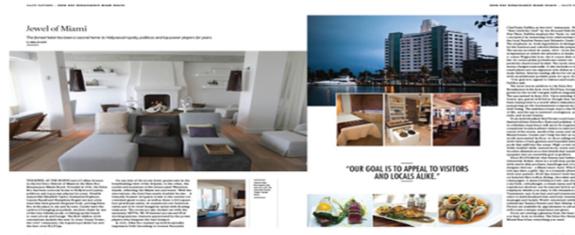


HAUTE LIVING

HAUTE PARTNERS : EDEN ROC RENAISSANCE MIAMI BEACH

By Mollie Lichy on August 24th, 2011



The jewel at the north end of Collins Avenue in the Art Deco District of Miami is the Eden Roc Renaissance Miami Beach. Founded in 1956, the Eden Roc has been a second home to Hollywood royalty, politicians and top power players for years. Notable names like Elizabeth Taylor, Katharine Hepburn, Lauren Bacall and Humphrey Bogart are just a few stars that have graced the guest book, proving Eden Roc is the place to see and be seen. Guests have the option of lounging atop plush, modern chairs by one of the four infinity pools, or hitting up the beach to read a book and lounge. The \$220 million 2008 renovations include the new 21-story Ocean Tower, the 1500° restaurant, the Aquatica poolside bar and the first-ever ELLE Spa.

On one side of the iconic hotel, guests take in the breathtaking view of the Atlantic; to the other, the yachts and mansions of the Intracoastal Waterway dazzle, reflecting the Miami sun and water. With the renovations, the hotel has nearly doubled its size - it formerly boasted 349 guest rooms to the current 631 oversized guest rooms, as well as three 2,500 square-foot penthouse suites, 18 oceanfront one-bedroom suites and 15 bi-level bungalow suites with floating staircases. The rooms are also decked out with the necessary HDTVs, Wi-Fi Internet access and iPod docking stations, features appreciated by the power players who frequent the luxe hotspot.

In 2010, Eden Roc teamed up with hospitality impresario Seth Greenberg to oversee Executive Chef Paula DaSilva at the 1500° restaurant.

Named "Best Celebrity Chef" by the Broward/Palm Beach New Times, DaSilva employs the "farm-to-table" conception by sustaining close relationships with the local Paradise Farms and Palmetto Creek Farms. The emphasis on fresh ingredients is distinguishable by the luscious and colorful dishes she prepares. The eatery received its name, 1500°, from the temperature at which the selection of steaks - the 6-ounce Wagyu flat iron, the 8-ounce skirt cut and the 34-ounce prime porterhouse center cut - are perfectly charred and broiled. The rustic restaurant's menu changes seasonally. It also includes a raw bar, small plates and ten signature side dishes as well as main dishes. Interior seating allows for 160 people with an additional poolside patio for up to forty.

"Our goal is to appeal to visitors and locals alike," DaSilva said.

The most recent addition to the Eden Roc Renaissance is the first-ever ELLE Spa, brought to guests by the world's largest fashion magazine. The spa opened in June 2011. Upon entering the luxury spa, guests will feel as though they have been transported to a world where relaxation and pampering are the fundamental components of well-being. The ambience stays true to the ELLE way of life, and the spa is centered on elegance, personal style, and iconic beauty.

From individualized Red Flower scrub bars to limited edition Eden Roc Essie nail polishes, the once in a lifetime experience will never be forgotten. An oceanfront location allows visitors to take in the sound of the waves, smell of the ocean and warm Miami breeze. Guests can't help but feel on top of the world surrounded by floor-to-floor ceiling windows with views of lush gardens and beautiful infinity pools that spill into the ocean. High-coved ceilings, white washed walls, natural stone, water and wooden elements are a few details that transform any spa guest into an unearthly god or goddess.

Since ELLE believes that beauty and fashion are inherently linked, there is a retail shop packed with exotic skin products, handbags and of course, designer fedoras - a Miami must-have. Whether for solo spa time, a girls' day or a romantic afternoon with your partner, ELLE Spa doesn't hold back on luxuries like rooftop dining, chocolate and champagne. A shared whirlpool tub, rain shower, cozy beds, cold plunges, a steam sauna and hydro experience showers can be enjoyed before an employee whisks you away to the relaxation lounge. Treatments vary from hair and nail treatments at the salon to individualized skin and body treatments, massages and facials. World-renowned celebrity esthetician Tammy Fender and Yael Alkalay of Red Flower are available by appointment in advance and will create a unique experience per guest.

If you are craving a getaway from the busy life you lead, look no further. The Eden Roc Renaissance Miami Beach has everything you need.

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