



THE SETAI, MIAMI BEACH FACT SHEET



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ABOUT

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 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 facade. The Setai features 90 Art Deco rooms, 50 Ocean Suites, 1 Penthouse and incomparable amenities including three temperature-controlled sparkling pools, beach front services, exceptional dining experiences led by Executive Chef Vijayudu Veena including Jaya and The Ocean Grill, Valmont for The Spa at The Setai, Miami Beach and a Clefs d'Or Chief Concierge. The hotel is privately held; holds membership with The Leading Hotels of the World, and has been consecutively awarded the coveted Forbes Travel Guide Five Star Award since 2015. The property was voted in the Top 15 Greater Miami Beach Resort Hotel by Travel + Leisure magazine in its prestigious 2022 World's Best Awards.

**GENERAL MANAGER**

Mr. Alex S. Furrer

OWNER

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 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.

ART DECO HISTORY

One of the most significant expressions of the Art Deco movement in South Beach, The Setai, Miami Beach was designed by renowned architect Henry Hohausser and originally opened as the Dempsey-Vanderbilt hotel by heavyweight champion Jack Dempsey on January 1, 1937. Over eighty years later, The Setai, Miami Beach building remains the award-winning crown jewel of South Beach, an intimate oceanfront resort that combines a rich architectural history with a sleek Art Deco Fusion style. Art Deco styles first appeared in France in the 1920's and spread across Europe in the 1920's and 1930's. It came to America in the 1930's and 1940's.

Located on 2001 Collins Avenue on one of the best blocks of the historic Art Deco District, The Setai quickly attracted society and entertainment personalities including William Kissam Vanderbilt, Coleman DuPont, Ed Sullivan and Vaughn Monroe, to name a few. To this day, The Setai continues to entice a sophisticated clientele who value the discretion, privacy and incomparable level of service offered.

Aesthetically, The Setai's façade is adorned with a distinctive series of floral bas reliefs, zig-zag decorations and chevron patterns which pay homage to its Art Deco heritage. In 2005, designers Jean Michel Gathy and Jaya Ibrahim infused their distinct vision in a subtle renovation and incorporated a Far East influence that included a palate of bronze, tropical timber and leather with mother of pearl.

**ARCHITECTURE &
DESIGN**

Jean Michel Gathy of Denniston International and Jaya Ibrahim of Jaya Ibrahim & Associates led the Art Deco Fusion design concept of The Setai, Miami Beach; 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 has surpassed the staged décor style that has been the main theme of the boutique hotels in South Beach and created an environment that is truly distinctive and luxurious with an underlying Asian aesthetic and value. Envisioned as more than a hotel, and rather like a vacation home for guests, the design is intended to create a tasteful setting richly infused with natural materials, space and light. In lobby, for example, a carefully selected and elegant palette of brick, bronze, tropical timber, and leather has been used:

- **Shanghai Bricks:** 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, Miami Beach.
- **Burmese Teak:** The lobby features a timber lattice motif inspired by Belgium's Art Deco era, which is Gathy's birthplace. Each lattice is handmade of Burmese Teak by Chinese craftsman, with every angle carefully crafted to join perfectly into a panel.
- **Balinese Bronze:** The focal point of the lobby is the bronze fireplace, composed of individually crafted and embossed panels from Bali, Indonesia, that are installed within the Shanghai bricks. The bronze's embossed finish creates a feeling as warm and luxurious as the fire glowing within.
- **Leather:** Adding an even greater sense of intimacy, the lobby floor is finished with aged leather panels bordered by a tropical hardwood floor.

The fullness and warmth of materials continues through the lobby, which opens to the serene setting of the courtyard and lounging areas. Outside, a series of spaces unfold for cocktails, interspersed with water pods, lush vegetation and palms. The lobby, restaurants, and bar are all designed in collaboration with SPIN Studio of Japan and Jaya Ibrahim & Associates of Jakarta, Indonesia. Some signature design elements include:

- **Mother of Pearl:** A stunning example of the attention to detail and focus on natural materials is The Lobby Bar and The Chef's Kitchen, both of which



have been meticulously adorned in a mosaic of hand-picked mother of pearl, known for being strong, resilient, and iridescent.

- **Preserved Keystone:** The main entrance is made of preserved keystone, a type of limestone or coral rag quarried in the Florida Keys, particularly Windley Key. The limestone is from the Pleistocene period meaning it is approximately 2.5 million to 12,000 years old.
- **Shagreen:** The door handles to the main Art Deco entrance and front desk are made of Shagreen; specifically sting ray hide. Shagreen was very commonly used during the Art Deco period.
- **Peking Pavers:** The table in the main lobby, which displays The Setai's iconic floral display of 500 red roses, and the hostess table in the main restaurant were created with pavers from palaces in Beijing, China. They were removed from the palaces when electrical and water lines had to be put in and the name of the maker remains stamped on the side.
- **Jade:** Various jade green ornaments and pieces are found throughout The Setai; a nod to this "imperial gem" and its history which has traditionally warded off evil spirits since its early use as jewelry in prehistoric times.

ARTWORK & SCULPTURE

The refined and understated ambience of the design is equally celebrated through the hotel's art and sculpture, which plays an important role in the property's overall Art Deco Fusion design; from the Celestial Animal statues guarding The Courtyard, to Lee Jung-Woong's bold "Brush" artwork series. Some signature artwork & sculptures include:

- **Artist, Lee Jung-Woong:** Born in Korea in 1963, Lee Jung Woong is the creator of the internationally acclaimed 'Brush' series of paintings which are displayed throughout The Setai and also part of prestigious auctions at Sotheby's and Christies. Bold, profound and dramatic - Lee Jung Woong's works are very symbolic because brushes were used to write calligraphy and poetry in China which is very important for the Chinese culture where only the most affluent in society had the privilege to an education. Today it is a privilege to be a guest or employee at The Setai.
- **Artist, Christian de Laubadère:** This French painter began living and working in Shanghai in 2001. Chinese culture is a great inspiration for his work, and especially people in the streets, markets and parks of the cities and countryside. The series of 137 paintings displayed in The Setai and those most recent 21 paintings shown in Shanghai are a reflection of Christian's fascination with the sophistication and sensuality, past and present. He paints on paper and canvas using lead pencils, smoke and



charcoal as well as printed and embroidered fabric selected from China and France. The significance for the neck and heads to The Setai is that it reminds staff of what guests expect from their stay – privacy (as you cannot see the face) and intimacy, in terms of detail and tailoring of service and style (as the paintings depict the subject's neck which is very intimate).

- **Sukothai Statues:** The statues in the main lobby's sitting area were created especially for The Setai and are of Sukhothai style (16th century Thailand). Sukhothai, meaning “dawn of happiness” was a Kingdom located around the Sukhothai city located in the northern region of Thailand from 1238 to 1438. This style emphasized the spiritual aspect of the Buddha, by omitting many small anatomical details. The smooth finish on the skin follows canonical defining marks of Buddha so that dust cannot stick to it.
- **Jayavarman VII:** This statue in The Ocean Grill is of Jayavarman VII who stood as the last of the great kings of the Khmer Empire (present day, Cambodia) from 1181 to 1218. He was a devout Buddhist and only one other King before him was Buddhist. The name Jaya means “victorious” and varman means “warrior”. He is regarded as the most ambitious builder of the Khmer period and is credited for the building of Angkor Thom, the last capital of the Khmer Empire.
- **Four Celestial Statues:** The Courtyard at The Setai is a serene space reflective of nature, representing calmness and serenity. The four statues in the Courtyard are the Celestial Animals as seen in the Forbidden City who guard the four corners of the world. The Phoenix faces South and represents opportunity; the Tiger faces West and represents protection; the Dragon faces East and represents good luck; the Turtle faces North and represents stability.
- **Javanese Dancer:** This statue beside the pastry station in the main restaurant is of a Javanese dancer of the Khmer family. The hand extending outwards means you can either give or receive which is why you would normally see something in her hand; an orange or a flower.

GUEST SUITES

Art Deco Suites: Minimalistic, modern, chic and captivating, these 90 suites (Studio Suites, One-Bedroom Suites, Junior Suites and Bi-Level Suites) blend Asian influences with an air of serenity that pervades every corner of The Setai's Miami Beach setting in the Art Deco District. Located in the hotel's landmark Art Deco Building which was designed by renowned architect Henry Hohauser and originally opened as the Dempsey-Vanderbilt hotel by heavyweight champion Jack Dempsey in 1937. Over eighty years later, these suites continue to uphold their



roots while featuring breathtaking original Asian-inspired artwork and authentic artifacts. Suites range in size from 500 sq ft to 1,200 sq ft.

Ocean Suites: Located within The Setai tower, an alluring embodiment of unrivaled exclusivity, the 50 Oceanfront and Oceanview Suites cater to the most discerning of guests. Each offer a discreet, personalized and tranquil escape from the bustling South Beach scene. Choose from one-to-four bedroom suites, ranging in size from 850 sq ft up to 3,500 sq ft, each offering glittering ocean views, exquisite Asian-inspired artistry and a peaceful space to becalm the mind. With every reservation, The Ocean Suites guests enjoy inclusive services and amenities, making the experience exceptional and singular:

- Round-trip transfers between Miami or Ft. Lauderdale airports and ports
- Daily Setai Grand Breakfast in Jaya or private breakfast in the suite
- Selection of non-alcoholic beverages, replenished throughout your stay
- Valet parking for one car
- Access to luxury courtesy car for nearby transfers
- Introductory membership to The Leading Hotels of the World Leaders Club

The Penthouse Suite: One of America's premier suites available exclusively upon request, The Penthouse situated beautifully atop The Setai's soaring Ocean Suites, embodies the pinnacle of luxury and excellence and spans the entire 40th floor. This illustrious four-bedroom (including two master suites), five bathroom, 10,000-square-foot sanctuary boasts a private roof-top pool, Jacuzzi, open-air bar, gourmet kitchen, dining room for 10 guests. The wrap-around balconies provide guests spectacular 180-degree views of the Atlantic Ocean, South Beach and Miami.

Suite Amenities

- En-Suite Bathtubs for Personal Spa Treatments
- Rain Showers
- 4 & 5 Fixture Bathrooms
- Handmade Swedish Duxiana King-Sized Bed
- Luxurious Acqua Di Parma Bath Amenities
- En-Suite Private Dining Seating
- In-Suite Elsafe
- Cable/Satellite Television
- Large Flat Screen LED Samsung TV's
- Nespresso Coffeemaker
- In-Suite Mini Bar



- Samsung Sound Bar (Ocean Suites Only)
- BOSE Wave System with Bluetooth (Art Deco Only)
- IBAHN ETVi Digital Entertainment & Information System
- MITEL 5360 COLORIP Phone
- Wireless/High Speed Internet Access
- 24-Hour In-Suite Dining
- Dedicated Concierge Team, Led by Clefs d'Or Concierge
- Personalized Housekeeping Service
- Fully Equipped Sub-Zero Gourmet Kitchen (Ocean Suites Only)
- Laundry And Dry-Cleaning Services
- Daily National and International Newspaper Service
- Valet Parking (\$49 Overnight) (Hourly Rate \$27)

GUEST SERVICES

- Complimentary Use of Luxury House Car (Nearby One-Way Transfers)
- Valmont For The Spa At The Setai, Miami Beach
- Fitness Center
- Full Service, Private Beach
- En-Suite Spa Treatments
- Fine Dining Restaurant, Oceanside Dining and Bars
- The Setai Gallery Shops
- Lush Outdoor Courtyard with Serenity Pond
- Three Infinity Temperature-Controlled Pools
- Pool & Beach Daybeds
- Custom-Designed Bicycles by Republic
- 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

Jaya: Jaya at The Setai is a bold, modern Asian restaurant inspired by ancient silk and spice trading routes. Jaya, which means “victory” in Sanskrit was chosen to honor the late interior designer Jaya Ibrahim, one of the Setai’s original designers. Executive Chef Vijayudu Veena has created standout dishes from Thailand, Vietnam, India, China and Japan. Named one of Miami’s “hottest new restaurants,” Jaya incorporates many traditional culinary techniques from wok stations to tandoor ovens. Its menu features bold and modern Asian cuisine with bountiful flavors of turmeric, cardamom, ginger, cinnamon, chilies, coconut milk and tamarind; while also presenting longtime Setai favorites including Peking Duck,



Naan breads, Indian curries, Tandoor Sea Bass and Dim Sums. Dishes are served family-style for a lively and approachable dining experience; and guests also have the option of either dining indoors or in the hotel's tranquil awning-enhanced Courtyard.

The Ocean Grill: The Ocean Grill has an expanded dining deck with extra beachfront seating, perfect for enjoying the artfully delicate flavors of southern Europe, classic American dishes, specialty Seafood selections, which are prepared on a wood-fired grill. With its elevated deck, guests are able to take in the breathtaking view stretching all the way to the shoreline of South Beach's glittering waters. This open-air, oceanfront restaurant in Miami Beach features lush tropical foliage is framed in a tall wood beamed cabana designed with modern Asian finishes. The Ocean Grill makes for the perfect spot for locals and visitors alike to relax and break away from the bustling streets of Miami with an atmosphere fitting for a quick bite before the beach or a casual sit-down meal with friends. Its lunch menu highlights include Spanish Octopus on the wood-fired grill, Yellowfin Tuna Tartare, and Mediterranean Branzino; while dinner focuses on Italian cuisine featuring pastas, risottos, prime meats and fish. A local favorite is The Ocean Grill's exotic Truffle Pizza, "the diamond of the kitchen". Daily chef specialties feature local and seasonal ingredients, infused with flavors reminiscent of sun, summer and coast.

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.

**VALMONT FOR THE
SPA AT THE SETAI,
MIAMI BEACH**

Open the door to an intimate, peaceful world dedicated to restoring strength, beauty, and balance to the body. Valmont for The Spa at The Setai, Miami Beach features treatment rooms with natural light and panoramic views of the ocean and city. A private bath and steam room are located in the locker room. The Setai's signature massages, facials, and other spa offerings are each designed around the natural elements of the earth.

For more than 30 years, Valmont has been helping people master the visible signs of aging. Heir to traditional Swiss medicine, the company draws from the



unspoiled natural resources of Switzerland and the latest cellular cosmetic research findings to formulate the utmost anti-aging skin care products featuring visible and long-lasting efficacy. The group has surrounded itself with the best experts to create extraordinary product ranges, all subtly combining refinement and anti-aging efficacy to enhance the beauty.

The Setai Signature, Master of Time Treatment: Made exclusively for Valmont for The Spa at the Setai, Miami Beach, this results-driven compilation uses the top tier of Valmont products and specialized techniques leaving skin nourished, revitalized, firm, and glowing. This all-encompassing, full body experience, begins with a complete body exfoliation followed by a full body application of Valmont Body 24-hour cream, actively repairing sun damage whilst providing intense hydration leaving the body with a lasting, shimmering glow. While in a state of complete relaxation, the therapist will tune into the client's "visage" and incorporates the Valmont exclusive Time Master Cure, targeting all aging concerns. The use of four choreographed facial massages (including a specialized lifting massage, inspired by face lift surgical techniques), leaves facial muscles both toned and relaxed. Those selecting this treatment will experience the benefits of the ultimate regenerating Valmont collagen mask. Applied to the face, eyes, and décolleté, skin tissue will be redefined to the contours of the face. The Setai Signature Time Master Treatment is the ultimate experience for the most discerning of guests, searching for a result driven and full body encompassing treatment.

POOLS

Three temperature-controlled sparkling pools for guests oriented east to west, so there is always fantastic sunrises and sunsets. Swim laps in the 75-degree pool, lounge comfortably in the 85-degree pool or for family-friendly dips, the 90-degree pool is perfect. The Setai, Miami Beach offers a poolside towel, water and magazine service alongside a pool and courtyard menu for our guests. Guests can order from the comfort of their lounges through the in-house hotel app (they can also order from the beach!). The pools at The Setai are made from 99% recycled glass.

THE SETAI GALLERY SHOPS

Specifically curated with The Setai guest in mind, The Setai Gallery Shops offer everything needed for a stay, while also providing a new shopping district for its guests and residents as well as tourists and locals:

- Established in 1781, **Asprey** offers exclusive and outstanding silver, crystal, and leather collections as well as designer and high jewelry; and has always defined British luxury based on its core values of quality, refinement, and innovation.



- **Lavish Eyewear** features 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.
- **Wrist Aficionado** is a pre-owned luxury watch specialist and seller, with fans of exclusive brands like Rolex, Patek Phillippe, Richard Mille, Audemars Piguet and other fine jewelry makers flocking to Wrist Aficionado for its unique combination of accessibility, expertise and a carefully curated collection.
- **Edoardo Borrelli** offers menswear made of the finest Italian fabrics using traditional Italian tailoring methods.
- **Via Positano** by Edoardo Borrelli offers easy living styles for women in 100% luxury linen fabric. Inspired by warm weather of Miami and the beauty of Positano and Italy’s wonderful beaches, the designs promise the comfort and ease of linen fused with today’s latest trends and timeless classics.
- **Orlebar Brown** offers high-end British clothing brand specializing in tailored men’s swim shorts.
- **Anne Fontaine** is women's luxury ready-to-wear clothing. Each Anne Fontaine piece begins as a simple sketch and through careful craft and design transforms into a beautiful work of art. Its products include clothing, shoes, handbags and accessories.

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