



SLS HOTEL®
SOUTH BEACH

SLS HOTEL SOUTH BEACH DEBUTS TODAY AS FIRST SBE PROPERTY ON THE EAST COAST

Led by sbe Founder, Chairman and CEO Sam Nazarian, SLS Hotel South Beach opens with an exclusive roster of key collaborators, including Philippe Starck, Chef José Andrés, Lenny Kravitz and Chef Katsuya Uechi

(MIAMI BEACH, FL) – June 7, 2012 – [sbe](#) today announced the opening of [SLS Hotel South Beach](#), the company's first hotel property on the East Coast debuting at the site of the former Ritz Plaza Hotel, the last historic Art Deco building of its kind on coveted Collins Avenue. The highly-anticipated encore to the internationally acclaimed [SLS Hotel at Beverly Hills](#) is bringing its celebrated brands in the dining and nightlife categories under one roof to create the ultimate guest experience.

"We're very pleased to continue the SLS Hotels collaboration with Starck, Andrés, Uechi and Kravitz on with an incredible property located in one of the most coveted area of South Beach," said Sam Nazarian. "The addition of SLS Hotel South Beach to our collection marks an important milestone in the evolution of the sbe brand, demonstrating our dedication to providing guests with an exclusive lifestyle experience that is truly unmatched in the hospitality industry. Our clientele demands immaculate service, impeccable design, and varied world-class dining and nightlife options, and our distinctive hospitality platform delivers just that without ever having to leave the property."

SLS Hotel South Beach is comprised of 140 chic guest rooms, with 130 rooms located in the historic main tower, complemented by a new addition consisting of ten villas. Designed by creative icon [Philippe Starck](#), SLS Hotel South Beach imparts a "dream world" theme, blending Latin, Asian, contemporary and art deco influences with captivating precision. In his design, Starck features bold uses of whites and pinks that reflect the sophistication of old French aristocracy.

While Philippe Starck's artistic vision is clearly visible throughout the hotel, the Tower Penthouse and Villa Penthouse counted on the creative mind of [Lenny Kravitz](#) and [Kravitz Design Inc.](#) to create the look for both suites. Located on the top floor, the Tower Penthouse is graced with sweeping views of Miami Beach; designed with a mix of warm, worldly and eclectic styles and colors that nod to the Art Deco architecture of days gone by. The design concept for the Villa Penthouse has a contemporary feel infused with subtle Art Deco details, incorporating colors, textures and design elements such as warm Cyprus wood, Thassos marble, leather, mirrors and metals, highlighted by carefully selected modern, sleek furniture.

Complementing the property's design is one of the year's most anticipated, world-renowned restaurants, [The Bazaar by Jose Andrés](#). Helmed by award-winning culinary icon, and SLS Hotels Culinary Director, [José Andrés](#), The Bazaar makes its Miami premiere, blending influences from local flavors while featuring an array of pioneering culinary concepts. The menu offers a vibrant mix of

sophisticated cuisine and blends tradition and ingenuity in true Spanish style mixed with influences from South Beach's Latin flavors.

The property will also feature the eighth location of sbe's [Katsuya by Starck](#) brand in partnership with Master Sushi Chef Katsuya Uechi. Katsuya by Starck features the incomparable artistry of Uechi against the backdrop of Starck's "mise en scène" design. The menu infuses traditional Japanese cuisine with a provocative twist, providing innovative sushi and robata dishes uniquely adapted for the American palate. Food offerings will be complemented by a sake tower that is located in the center of the restaurant, presenting some of the world's finest rice-based spirits. On the second floor of the restaurant, you will find the Dragon Lounge, an intimate mezzanine lounge, showcasing Katsuya by Starck's award-winning mixology program. Adjacent to the Dragon Lounge, you can find Sam's, a haven where guests can gather to experience the variety of cocktails offered at the hotel. To make a reservation at the restaurants online, visit [here](#) for The Bazaar by José Andrés and [here](#) for Katsuya by Starck.

Another enlivening element to the property is Hyde Beach, the fourth location of sbe's renowned Hyde Lounge nightlife brand. Named Hyde Beach due to its ideal oceanfront location, this exclusive space will feature 8,000 square feet of indoor and outdoor lounge amenities. Hyde Beach will offer cutting-edge mixology and cuisine from José Andrés. It will fashionably cater to the 200 chairs surrounding the property's two pools, featuring Chef José Andrés cuisine and cutting edge mixology inspired by the flavors and culture of the local community. Cabanas next to the guest-only pool, will serve as a private enclave with a mini-refrigerator, phone, flat screen TVs, games, and will offer manicures, pedicures and poolside massages.

SLS Hotel South Beach would not be complete without its absolute best-in-class services. Guests will enjoy preferential reservations to all award-winning restaurants and Hyde Beach, 24-hour in-room dining by Chef José Andrés, and access to the guest-only pool and Hyde Beach pool. The fastest internet connectivity and latest technology can also be found at the hotel, with in-room iPads complete with a customized SLS Hotel South Beach application that delivers unique hotel services right to guests with a simple touch, including dinner reservations, staying up to date with hotel special events, and many more. Additionally, guests have access to in-room connectivity that projects iPhone/iPad content on the TV flat screens. If that weren't enough, guests can also connect to GoSLSHotel.com, a SLS smartphone application for immediate service requests from remote locations.

To celebrate the opening, SLS Hotel South Beach is announcing its "**Start Living Sexy**" special introductory package available June 7 through October 31, 2012. The package includes 15 percent off the best available rate, complimentary room upgrade and a complimentary food and beverage experience at Hyde Beach. The introductory package is subject to availability and blackout dates do apply. To book, click [here](#).

For reservations, please log on to www.slssouthbeach.com, or call 888-606-1595.

To friend sbe on Facebook click [here](#) and to follow us on the Twitter click [here](#). To download the sbe App click [here](#).

SLS Hotel South Beach is located at 1701 Collins Avenue in Miami Beach, Florida.



ABOUT SBE:

Founded in 2002, Los Angeles-based sbe brings exquisite balance to the worlds of hospitality, real estate development and entertainment. As a privately-held company founded and helmed by Chairman and CEO Sam Nazarian, sbe acquires, develops and manages exceptional projects through its divisions – Hotels, Restaurants, Nightlife and Real Estate. With a mission to redefine the standards of excellence in hospitality, sbe has harnessed the creativity and innovation of the best minds in the business, including design visionary Philippe Starck, with whom the company has an exclusive agreement for the creation of hotels, restaurants and lounges in North America. As the cornerstone of its synergistic approach, sbe has also completely rethought and reimagined the luxury hotel experience. sbe debuted its luxury hotel brand, SLS Hotels, with the Fall 2008 opening of SLS Hotel at Beverly Hills, which has won international acclaim and numerous awards. In May 2012, sbe will unveil the SLS Hotel South Beach in Miami. In 2010, sbe launched its second hotel brand, The Redbury, located in the heart of Hollywood. Also in the sbe Hotel collection is the Four Points by Sheraton LAX. sbe's Restaurant and Nightlife Groups constantly stay ahead of the curve, creating and expanding trend-setting concepts, which currently include 8 Katsuya locations (Hollywood, Brentwood, Downtown at L.A. LIVE, Glendale, Laguna Beach, Houston, San Diego and Miami), The Bazaar by José Andrés in Beverly Hills and Miami, Cleo, Gladstones, Papaya King, Mercato di Vetro, 6 Hyde Lounge locations (Sunset, STAPLES Center, Mammoth Mountain, Miami, Bellagio Hotel & Casino and AmericanAirlines Arena), The Abbey Food & Bar, Greystone Manor, The Colony, MyHouse, MyStudio, Eden, Crimson, East and The Sayers Club. Recently, sbe established a strategic marketing partnership with MGM Resorts International, which unites MGM's M Life and sbe's PREFERRED PARTNER programs. In December 2010, Colony Capital, led by Founder, Chairman and CEO Thomas J. Barrack Jr., partnered with sbe through a minority investment focused on the national and international expansion of sbe's award-winning hospitality platform. In July 2011, sbe invested in Umami Burger, named "Burger of the Year" by GQ magazine, to fuel the burger brand's national expansion. More information about sbe can be obtained at www.sbe.com, or by downloading the sbe App [here](#).

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