

TRAVEL AND HOSPITALITY

Bulgari Hotel Miami Beach to open in 2024

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Rendering of Bulgari Hotel Miami Beach. Image credit: Bulgari

By LUXURY DAILY NEWS SERVICE

Italian jeweler **Bulgari** is bringing its hospitality brand to Miami Beach with a new hotel opening in 2024.

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Located on the waterfront with access to Miami beaches, the hotel will offer ocean views steps from the Miami Art Deco district. In partnership with hospitality group Marriott International, the hotel will be the 11th property in the collection and the first **Bulgari Hotels & Resorts** property in the United States.

"We are particularly proud to have secured such an extraordinary location for the new Bulgari Hotel in Miami," said Jean-Christophe Babin, CEO of Bulgari, in a statement. "This will be our first property in the United States which is a key market for our brand and we are delighted to add the vibrant and glamorous Miami Beach to our collection."

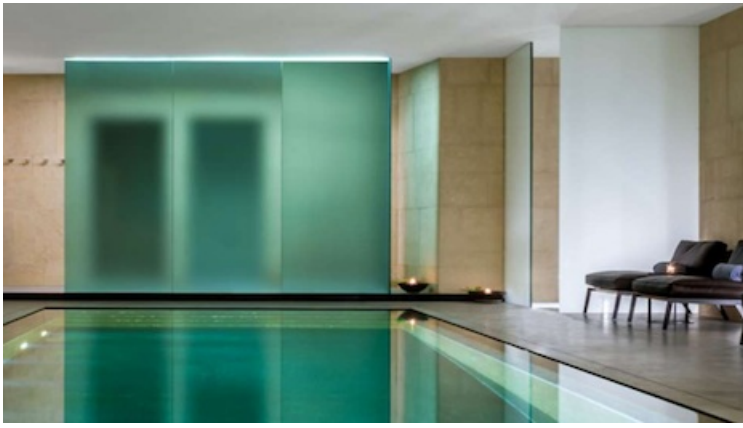
Bulgari Miami

Italian architectural firm Antonio Citterio Patricia Viel will finalize the restoration and design of the 1950s Modernist property, which is a contributing building located in the National Register Architectural District and was known as a winter getaway destination for the Old Hollywood crowd during the '50s and '60s.

The hotel will be home to 100 rooms, most of them suites; an outdoor pool; spa and fitness facilities and restaurant and bar from Chef Niko Romito.

"We are convinced that the Bulgari Hotel Miami will represent an irresistible Roman jeweler hospitality, a unique ultra-luxury experience in the American upscale hotel market," Mr. Babin said.

Marriott International licenses the Bulgari name for hotels and resorts.



Bulgari Milan Resort spa. Image credit: Bulgari

Bulgari is not the only brand reaching outside of its sector into real estate and hospitality. Automaker Aston Martin is developing a collection of high-rise residences in Miami with G&G Business Developments.

Foundation work for the luxury high-rise, scheduled to be completed in 2022, was finished in June 2019. Located at 300 Biscayne Boulevard Way and the mouth of the Miami River, the Aston Martin Residences is already one of the most in-demand addresses in South Florida ([see story](#)).

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