

TRAVEL AND HOSPITALITY

At Fontainebleau Las Vegas, VIPs gather for grand opening

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The project's ribbon-cutting ceremony kicked off on Dec. 13, 2023. Image credit: Vivien Killilea/Getty Images for Fontainebleau Las Vegas

By LUXURY DAILY NEWS SERVICE

Hospitality group Fontainebleau is cutting the ribbon on the company's first West Coast hub.

Company executives, government officials, community figures and other VIPs toasted to the grand opening of the Fontainebleau Las Vegas, a project two decades in the making, on Dec. 13, 2023. Officially Nevada's tallest occupiable building, the 67-story sister property features restaurants, bars, lounges, day and nightlife venues, a fitness center and retail shops, all residing upon one of the world's most famous strips.

"For almost 70 years, the Fontainebleau brand has challenged boundaries and expectations," said Jeffrey Soffer, development chairman and CEO of **Fontainebleau**, in a statement.

"With Fontainebleau Las Vegas, we have transcended aspiration and set the stage for a new era of luxury hospitality defined by innovation, sophistication and opulence, with an inextricable link to our roots at the Fontainebleau Miami Beach," Mr. Soffer said. "This building represents a remarkable new chapter in our storied legacy and will be a beacon for those seeking to indulge in the unforgettable."

Betting on branding

Across nearly 25 acres of the city's northern end, Fontainebleau Las Vegas offers fine art, lavish dining and personalized wellness treatments. More than 3,600 guest rooms and suites options are now open to the public at 2777 S. Las Vegas Boulevard.



The milestone opening for the brand offers luxury shopping, gaming, wellness and more. Image courtesy of Fontainebleau Las Vegas

Juxtaposing a rather dry climate, living quarters adapt blue and silver water tones with splashes of coral, designed in-house by Fontainebleau Development. Mercury-glass mirrors, brass detailing and custom furniture fixtures nod to the company's heritage.

Guests can take in birds-eye views of the desert from these spaces, thanks to floor-to-ceiling windows. Those staying at the Fontainebleau Las Vegas can discover a range of amenities distinctive to the sunny city, including a 150,000-square-foot casino.



In classic Las Vegas fashion, guests can play to win on the casino floor at the Fontainebleau Las Vegas. Image courtesy of Fontainebleau Las Vegas

The development's luxury boutique retail district is comprised of eight concepts ([see story](#)), with more to roll out throughout 2024. Giuseppe Zanotti, Missoni and Morris & Co. are among a list of inaugural partners.

"Our approach to retail is centered around 'unexpected gems' curating luxury brands and products that are not commonly found on the Strip," said Brooke Soffer, vice president of corporate retail at Fontainebleau Development, in a statement.

"Just as we have done for decades, we have sought out brand partners beyond the traditional, emphasizing uniqueness and the ability to develop a connection with our guests," Ms. Soffer said. "This way, every interaction between guests and our retail partners becomes part of their Fontainebleau Las Vegas memories.

"They're able to look at every piece as a beloved keepsake from their time with us."

On-site, indoor-outdoor meeting rooms and a six-acre pool district provide additional attractions for those looking to work hard and play hard.

Visitors are also granted access to the Fontainebleau Las Vegas Wellness Corridor, housing a 14,000-square-foot fitness center and a 55,000-square-foot spa the latter covers two floors and offers 44 treatment rooms, a purifying salt cave, an infrared sauna, hydrotherapy lounges and a coed sensory room. Hotel-wide, 11 suites offer exclusive spa experiences.



A range of wellness options are available to guests within a comprehensive spa hall. Image courtesy of Fontainebleau Las Vegas

“Lapis Spa & Wellness is more than an escape; it’s a transformative sensory journey executed with personalized precision,” said Jennifer Lynn, director of spa and wellness at Fontainebleau Las Vegas, in a statement.

“We are eager to know what our guests desire, what their goals are, and what they can achieve through individualized treatments,” she said. “That one-to-one touch is what forms a lasting connection and ensures that guests receive best-in-class treatment from our expert team.”

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