

Media Contacts:

Bailey Horn
Susan Magrino Agency
Tel: 212.957.3005

Bailey.Horn@smapr.com

*** IMAGES AVAILABLE UPON REQUEST**

Stephanie Giner
Fontainebleau Miami Beach
Tel: 305.535.3208
sginer@fontainebleau.com



**THE SHOPS AT FONTAINEBLEAU CAPTURE MIAMI'S STYLE THROUGH
SIX DISTINCT SHOPPING EXPERIENCES**

Six Incredible Boutiques Establish the Hotel as a Style Destination

(Miami Beach, FL) – Renowned as an iconic fixture of Miami style, Fontainebleau Miami Beach offers a unique shopping experience that pays homage to this legacy. The hotel's signature retail collection, The Shops at Fontainebleau, include **Ida and Harry** fashion boutique, **Aquamarine** swim shop, **Morris & Co** gift shop, **Bleau Signature** logo store, **Timeless** luxury watch and jewelry boutique, and **Lapis Retail**, the spa's boutique. Each store offers a unique selection of merchandise, which appeals to the hotel's diverse global clientele just as much as it does to locals across South Florida.

With nearly two decades of experience in the retail industry, Brooke Soffer, Vice President of Retail for Fontainebleau, pays special attention to ensuring the boutiques are not only exceptional by hotel standards, but also stand out within Miami's premier shopping scene. Brooke has established Fontainebleau as a retail destination through her relationships with top design houses paired with an innate ability to forecast trends. Each store not only offers a distinct shopping experience but also reinforces Fontainebleau's heritage as a landmark of Miami style.

Ida and Harry



Named after her grandparents Ida and Harry, who were fixtures on the Miami social scene, Brooke Soffer has created a boutique that offers a curated assortment of designer and contemporary brands for women and men. The unique collection at Ida and Harry includes apparel, accessories and jewelry fitting for casual and cocktail attire. Brands include Barbara Bui, Dsquared2, Emilio Pucci, Giuseppe Zanotti, Hervé Léger, Nancy Gonzalez, Philipp Plein, Pierre Balmain and Valentino. To round out the

store's exquisite collection of clothing and accessories, the boutique also carries fine jewelry including designers such as AS29, Jemma Wynne, Jennifer Meyer, Lisa Stein and Sydney Evan. Through its unique, yet perfectly edited collection, Ida and Harry has quickly established itself as a must-stop shop for visiting celebrities including Britney Spears, Jamie Foxx, Kate Hudson, Katie Holmes, Kim Kardashian, Paris Hilton, Pitbull, Rihanna, Tyler Florence, and the style-savvy Miami guest or local.

Aquamarine



Positioning itself as a perfect accompaniment to the hotel's legendary poolscape, Aquamarine redefines the hotel swim shop. Guests are treated to a unique assortment of women's, men's and children's casual and elegant resort wear. The vibrant boutique has quickly become one of the city's top sources for swimsuits, featuring brands such as Adriana Degreas, Danward, Emilio Pucci, Eres, Ermanno Scervino, Etro, Fisico, Heidi Klein, La Perla, Melissa Odabash and Veilebrequin. The store carries a coveted collection of sunglasses from top designers including Chrome Hearts, Dita, Ray Ban and Thom Browne. Aquamarine also offers cover ups, shorts, hats, beach bags, sandals and water toys.

Morris & Co.



and Fontainebleau architect, Morris Lapidus.

This sleek, modern space takes the hotel gift shop experience to the next level with a hand-picked product assortment that caters to every guest's needs. Sundries, reading materials, luggage, fashion jewelry and a large assortment of candy and snacks, share the space with children's toys and unique gift items. Noteworthy brands include Diptyque, Lalique, Molton Brown, Nixon, Sol Republic, St. Dupont, Tumi and Venessa Arizaga. Morris & Co. captures the playful yet extravagant spirit of its namesake

Bleau Signature



Bleau Signature provides visitors with a fun assortment of custom designed offerings to commemorate a visit to the famed hotel, featuring modern and vintage branded items for women, men and children, along with products related to Fontainebleau's rich history. Located adjacent to the poolscape and next to Fresh café, Bleau Signature's selection of branded items range from basic apparel and accessories to more stylized items such as burnout v-necks, embellished shirts as well as co-branded pieces from notable clothing and accessory brands such as American Apparel, Baggu, Nike and Ralph Lauren. Blending Fontainebleau's past with the present, vintage logoed mugs, coasters, flight bags and mirrored compacts are available alongside branded candles, totes and hats. Branded items from LIV Nightclub and local team sports round out Bleau Signature's product selection.

Timeless



As the most recent addition to the retail collection in Fall of 2013, Timeless celebrates the hotel's iconic past, present and future, featuring exceptional timepieces and fine jewelry for women and men. Combining designer and statement pieces unique to Fontainebleau, Timeless pays homage to the hotel's legacy and modern glamour through a wide range of

alluring jewels. Merchandise appeals to all styles, showcasing luxury brands including Cartier, Chanel, Judith Ripka, Michele, Patek Philippe, Renee Lewis and Rolex. Conceived by designer John Rawlins of Rawlins Design and DeVinn Bruce, Timeless' clean, elegant aesthetic is comprised of glass walls accented by East Indian rosewood and upholstered leather panels in a soft pearl grey. Accentuating the 10-foot tall walls, cubist inspired murals rendered in black, white and silver by artist Mark Gagnon sit on-top of the eight floating glass display cases. Timeless also showcases a custom designed light sculpture by artists Gordijn and Nauta, titled 'The Fragile Future.' The piece is constructed of bronze, led nodes and dandelion seeds and is an extension to the hotel's renowned art collection, which includes the spectacular chandeliers in the lobby created by artist Ai Weiwei and an exquisite James Turrell light sculpture behind the reservations desk.

Lapis Retail



Located in the entrance to the 40,000 square foot Lapis Spa, Lapis Retail carries the latest and most effective sun, skin and hair care lines, including all natural and organic options. Lapis retail also carries women's day to night trendy apparel, active wear, loungewear, lingerie and gift items such as candles, books, soaps, perfumes and accessories. Brands offered include BloqUV, Eberjey, Eight + Bob, Feel the Piece, Kypris, Monroe, NARS Cosmetics, Phyto, Skinceuticals,

Splits59, Tata Harper, Voluspa, Young, Fabulous & Broke.

Online shopping is available for Fontainebleau products including men's and women's branded apparel, accessories and gift items from the hotel's vintage and modern collections. To shop, visit: fontainebleaushops.com Get inspired by visiting us on Instagram: @FontainebleauShops

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About Fontainebleau Miami Beach

A spectacular blend of Golden Era glamour and modern luxury, Fontainebleau Miami Beach merges striking design, contemporary art, music, fashion and history into a vibrant guest experience. A revered landmark and symbol of style and sophistication since its opening in 1954, Fontainebleau Miami Beach boasts 1,504 guestrooms and suites appointed with lavish amenities; the world-renowned LIV™ Nightclub, 12 restaurants and lounges including two restaurants from Chef Michael Mina – StripSteak and Pizza & Burger; two AAA Four Diamond signature restaurants, Scarpetta by Scott Conant and Hakkasan; the 40,000-square-foot Lapis spa with mineral-rich water therapies and invigorating treatments; a dramatic oceanfront pool-scape offering lush cabanas; and is home to BleuLive, the innovative concert series that combines intimate performances with memorable weekend escapes.

For general information or accommodations at Fontainebleau Miami Beach, visit www.fontainebleau.com or call 1.877.512.8002.