

# HIGHER HOTEL

## **Location Context**

- **Approx. Distance to Water:** *Direct oceanfront* beachfront access on property
- Central / Social Positioning: Considered one of the most centrally located oceanfront hotels in South Beach, positioned at the intersection of luxury retail, nightlife, dining, and cultural activity

# **Space Specs (Production-Friendly Overview)**

## **Total Property Size:**

Large-scale full-service oceanfront resort with extensive indoor and outdoor event space

## **Outdoor Spaces:**

- Immediate **beachfront setting** with Atlantic Ocean views
- Pool decks and ocean-facing terraces suitable for runway extensions, receptions, and brand activations
- Arrival zones ideal for VIP entrances, press, and red-carpet moments

### **Interior Spaces:**

- Grand **ballrooms and flexible meeting venues** adaptable for fashion shows and staging
- Contemporary interiors that can be transformed for runway, seating, or installations
- Dedicated back-of-house areas for hair, makeup, wardrobe, and production offices

## **Ceiling Heights:**

• Vary by ballroom and event space



• Large-format rooms capable of supporting lighting grids, truss, and production builds

#### Load-In / Access:

- Professional hotel loading docks and service corridors
- Freight elevators available
- Production logistics coordinated with hotel events team

## Capacity:

- Varies by space and configuration
- Capable of supporting large-scale fashion shows, luxury brand activations, and commercial productions

# **Production Notes (Client-Safe Language)**

- Hotel event contract and structured approvals required
- Insurance, security, and staffing guidelines apply
- Beach usage subject to City of Miami Beach regulations
- Strong choice for fashion week programming, high-visibility brand moments, and film/photo shoots

# Social & Central Miami Positioning (Client-Facing Copy)

Loews Miami Beach Hotel is widely regarded as **socially central to Miami Beach**, with immediate access to **Lincoln Road, Ocean Drive, the Art Deco District, and major nightlife and dining destinations**. Its oceanfront location and walkable surroundings make it a highly

# MIAMISITES

desirable hub for fashion, media, and luxury brand activity.









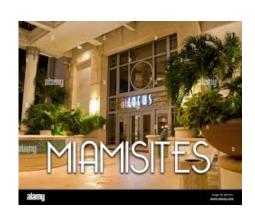
















# MIAMISITES













