

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

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



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