

W South Beach, Miami

Monday 11 June, 2012

Hotel Reviews: W South Beach, Miami

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The lowdown Remember the 1998 Will Smith Miami video? Before a month ago, this was my only experience of the 'Magic City'. So, in my head, it was all palm trees, speedboats, partying 'til dawn and Eva Mendes driving a convertible Cadillac. Well, apart from the Eva Mendes bit, it turns out the video was pretty accurate. The cool, sleek lobby of the W Hotel on South Beach is like a Miami microcosm, and you immediately get a sense of what it's all about; bikini clad girls en route to the pool, party people ordering rounds of cocktails at the Living Room Bar and celebs trying to look inconspicuous behind enormous sunglasses (first spot: Mark Wahlberg, who apparently has booked out a suite in the W South Beach for the entire summer while he's filming nearby). Set oceanfront on the corner of Collins' Avenue and 22nd Street, the location of the W couldn't be better. South Beach is 30 seconds from the hotel (or stay poolside for some seriously good people watching) and the fabulous shopping on Lincoln Avenue is a five-minute walk away – stop by J Crew and Victoria's Secrets to stock up on fab basics.

The rooms The 408 rooms at the W South Beach are beautifully designed. Decorated in a palette of cool greys, with statement prints and plasma TVs adorning the walls, crisp white linen bed sheets and sleek leather chairs. Every room has a balcony overlooking South Beach, a Bose sound system and an iPod docking station. The attention to detail is striking – from the gorgeous mini Bliss products to enjoy in the bathroom, to a super handy welcome box, including everything from chocolate and crisps to a powdered hangover cure: only in Miami. It sounds obvious, but book a room on the fifth floor or higher – the view just gets better and better.



Miami, W South Beach

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