

SUSANNE KAUFMANN™ & HOTEL POST BEZAU

PRESS RELEASE

Bezau, 03rd May 2017

SUSANNE KAUFMANN NOW IN MIAMI

SUSANNE KAUFMANN AT THE HOTEL „THE SURF CLUB“ IN MIAMI

The internationally recognized spa concept by Susanne Kaufmann is now also available in the US. The historic Hotel "The Surf Club" in Miami will offer treatments with Susanne Kaufmann products at the spa. Now American Beautyfans can enjoy the high-quality program in a luxurious ambience.

Located in the coveted neighborhood of Surfside, Miami, The Surf Club is an iconic oceanfront property dating back to 1930, which has been reimagined to include a 77 room Four Seasons Hotel, 31 hotel residences, 119 private residences, a holistic spa, and two new restaurants, spread over three buildings. Four Seasons Hotels and Resorts will operate the hotel and residences, bringing their diligence, charm, and expertise to the experience. Founded by business tycoon, Harvey Firestone, The Surf Club was originally a private members club frequented by the cultural elite: Elizabeth Taylor, The Duke and Duchess of Windsor, Frank Sinatra, and Grace Kelly. Following a three-year renovation, the club has now reopened its doors under the guidance of Nadim Ashi, the founder of Fort Partners and owner of the new establishment.

Pioneers in the design and hospitality world have collaborated on the renovation of The Surf Club. Pritzker-prize winning architect, Richard Meier, known for the iconic Barcelona Museum of Contemporary Art and the Getty Center in Los Angeles, has designed the three buildings that frame and flank the original, preserved clubhouse. Meier's buildings are an exercise in discrete, classical modernism, simultaneously reflecting and disappearing into the changing sky, beach, and sea.

Parisian interior architect Joseph Dirand is responsible for the public areas, spa, and guestrooms of the hotel along with the beach cabanas. Renowned for his residential properties and work with luxury fashion house clientele such as Givenchy, Balenciaga, and Chanel, Dirand has successfully created beautiful spaces with an atmosphere of quiet drama by using customized furniture, materials, and expert detailing throughout.

In addition to these developments, The Surf Club has preserved key features and amenities from its original structure, including the entrance walkway named Peacock Alley and 40 private beach cabanas, as well as five cabana suites, a nod to the former luxuries offered when the property was a private members' club.

Ashi has brought on two of the world's best-loved names in food to each look after the hotel's restaurant concepts: three-star Michelin chef and proprietor, Thomas Keller of The French Laundry, will be opening his first Miami eatery on the property; and the famed Sersale family will open a branch of their Positano restaurant Le Sirenuse – their first culinary venture since opening the original location on the Amalfi Coast. Martin Brudnizki, known for his work with The Ivy and Le Caprice in London, is designing Keller's restaurant, while Joseph Dirand is responsible for Le Sirenuse.

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Ashi has also enlisted, Prosper Assouline, founder of the eponymous publishing house, to design The Hemingway Tower – an intimate bar area located in the original building as homage to Assouline’s heroes.

Local Miami artist, Michele Oka Doner has been commissioned to create a large, sitespecific installation inspired by the story of The Surf Club and its legacy. Externally, landscape designer, Fernando Wong has brought the outdoor spirit of the original Surf Club to life, successfully marrying the old and new buildings together by incorporating differing plants and lavish agriculture to create a tropical feel. The property will also feature two retail spaces - one by furniture, design firm, Les Ateliers Courbet and one by luxury home goods company, Haremlique Istanbul.

PROPERTY FEATURES

*Available to hotel guests and residents

- Nine-acre property with oceanfront and bay views
- 15,000 square foot spa with 2 spa cabanas and a hammam
- 42 beach cabanas
- Peacock Alley – original buildings iconic walkway
- Three outdoor pools, inclusive of one lap pool for residents only
- Two restaurant concepts one at The Surf Club by Chef Thomas Keller and Le Sirenuse
- Large-scale art installation by Michele Oka Doner
- Lavish landscaping by Fernando Wong
- Churchill’s Cabana by Joseph Dirand and The Hemingway Tower by Prosper Assouline
- Two retail spaces by Les Ateliers Courbet and Haremlique, Istanbul
- State-of-the-art fitness room

ABOUT THE FOUR SEASONS HOTEL

- Address: 9011 Collins Avenue, Miami FL
- Website: www.fourseasons.com/surfside
- Phone: TBC
- Soft Opening: February 2017
- Architect: Richard Meier
- Interior Designer: Joseph Dirand
- Guest rooms: 77
- Oceanfront Cabana Rooms

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HOTEL SERVICES & AMENITIES

- 24-Hour room service
- Complimentary high-speed Wi-Fi
- Large flat screen LCD HD televisions
- Fully stocked Minibar
- Nightly turn-down service
- Concierge and business services provided by the Front Desk
- Multi-lingual staff
- Bell Staff services
- Laundry and Valet Service available
- Kids For All Seasons - complimentary program offering specialized activities for children

HOTEL & PRIVATE RESIDENCES

- Hotel Residences Interior Architect: Joseph Dirand
- Private Residences Interior finishes selection Architect: Lee Mindel in collaboration with Richard Meier
- Cost: \$3.75-35 million
- Apartment sizes from 1,400-7,800 square feet
- Apartments feature ocean, bay and city views

THE SPA AT FOUR SEASONS HOTEL AT THE SURF CLUB - FACT SHEET

LOCATION:	Four Seasons Hotel at The Surf Club 9011 Collins Avenue, Surfside, Florida 33154
SPA HOURS:	9:00 am – 9:00 pm daily
DIRECTOR OF SPA:	Cassandra Forrest
DESIGNER:	Joseph Dirand
SIZE:	The Spa and Wellness Center encompasses 1,400 square metres (15,000 square feet)

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DESIGN CONCEPT: The Spa at Four Seasons The Surf Club is a light-dappled escape with crisp whites and natural blues in harmony with the palm trees, ocean views and the serenity of the spa treatment areas.

Six ocean view spa treatment rooms offer relaxation plus two Spa Cabanas located at beach level offer couples or friends a private sanctuary for side by side services complete with shower facilities and ocean views.

Unwind in the Tea Lounge and enjoy the superlative wet wellness areas including Steam and Sauna as well as Relaxation Room.

This is the first Spa in the United States designed by Parisian interior architect Joseph Dirand and includes all custom designed built in furnishings featuring white marble from Germany.

TREATMENTS: Treatments include:

- Hammam Experiences
- Massage
- Body Scrubs and Body Wraps
- Ayurveda
- Traditional Chinese Medicine
- Gentlemen's Services

FEATURED PRODUCTS: Susanne Kaufmann organic treats
Biologique Recherche
Elemental Herbology

RETAIL FACILITY: Our Spa Boutique is located within the spa and offers home care as an extension of your holistic spa experience. From internationally acclaimed skin care lines used in our treatments to candles to take the spa home.

Further Information

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