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FIRST LOOK: Related Group and sbe hotels open SLS Brickell

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The [Related Group](#) and sbe Hotel Group will host the grand opening party of their SLS Brickell Hotel & Residences on Thursday night in Miami after recently completing the \$400 million project.

The 55-story tower at 1300 S. Miami Ave. has 453 residential condos, 124 hotel rooms, two restaurants and a host of amenities. Its residents and guests can share facilities at sbe's SLS South Beach and the SLS Lux currently under construction five blocks north in Miami.



Arash Azarbarzin, president of sbe Hotel Group, and Carlos Rosso, president of the... [more](#)

See the attached slideshow for a photo tour of SLS Brickell as it welcomes its first wave of guests and residents.

This is the first of seven Florida projects between Miami-based Related Group and sbe, and they have additional properties planned in Argentina, Mexico and Brazil, said [Carlos Rosso](#), president of the Related Group's condominium division. The developer formed the partnership with sbe because it wanted a lifestyle brand that emphasized urban living, hotel services and fine restaurants, he added.

“What sets this property apart are the amenities we provided,” said [Arash Azarbarzin](#), president of sbe Hotel Group. “There are many beautiful condo buildings in town. We studied all of them to make sure we offer more.”

Because SLS Brickell combines a condo and a hotel, both residents and guests will have access to hotel service, room service, an extra large fitness center with high-end TechnoGym equipment, a spa, a coed steam room, a sauna, a screening room, and a sprawling pool deck with a safari-themed event room.

There's a sky deck on the roof with a pool for condo owners only. It has a stunning view of the Miami and Miami Beach skyline.

The restaurants are the Italian-themed Fi'lia by [Michael Swartz](#) and the seafood-focused Bazaar Mar by [Jose Andres](#) and both have eye-catching interior designs.

A big emphasis of SLS Brickell is to connect the building's activities to the sidewalk, with access to the lobbies and restaurants from the street, Rosso said. Even the valet area is upscale, with a mirrored wall and circular LED video displays on the ceiling.

SLS Brickell has an edgy design full of thought-provoking art, large mirrors, and detailed textures on the walls and ceilings. Even the mail room is artistically constructed – with mail boxes that appear to extend high in the air.

The project was designed by [Arquitectonica](#) with interiors by [Philippe Starke](#). Starke even selected the fonts of the numbers on the rooms' doors. [John Moriarty & Associates](#) was the general contractor.

Rosso said the only condos still for sale at SLS Brickell are two penthouses. So far 110 units have closed and the rest are under contract and expected to close by the first week of 2017, he said. The price averages \$550 per square foot.

Most condo buyers in SLS Brickell are from Latin America or Europe, although some are from the Northeast U.S., Rosso said.

Guests have been staying in the hotel for about three weeks during its soft opening.

Azarbarzin said standard hotel rooms will be priced from \$275 to \$350 a night most days, although the suites with living room will cost more.

This will be one of the few buildings in Miami where hotel guests and condo owners can mingle, although the condo owners will have private access to certain areas.

“If they [residents] want to be part of the hotel they can. If they don't want to be part of the hotel, they don't need to,” Azarbarzin said. “This is a luxury hotel, so the guests who come are well traveled and come from all around the world.”

Azarbarzin noted that the condo association does not allow owners to rent their units for less than 30 days, so he doesn't expect competition from Airbnb to be a problem within the building.

As for the next project, Rosso said SLS LUX should be open in October 2017. It will have a more refined interior design. Azarbarzin said sbe will operate the two properties as one hotel with the same management and shared amenities.

Brian Bandell covers real estate, foreclosures and health care. Get the latest news with our free daily newsletter. [Click here to subscribe.](#)