



Members only

Miami locals line up for the (beach) club

By HEIDI MITCHELL

FREE-spirited Miami-ians aren't by nature "joiners," but an influx of posh, perk-filled private clubs are tempting them to reconsider. The sparkling-new **Beach Club at 1 Hotel South Beach** ([BeachClub.1Hotels.com](#); annual dues from \$3,600, \$5,000 for families) gives members priority access to 600 linear feet of waterfront, private pool cabanas and its "American Ninja Warrior"-style Spartan Gym. Drop the kiddos at the Seedlings program, then head to meditation classes at the Bamford Haybarn Spa (where members enjoy deep discounts). Wellness is also at the soul of the **Standard Spa Club** ([StandardHotels.com](#); monthly dues from \$250, plus an enrollment fee of \$299), which offers members dive-in movies, creativity workshops, and unlimited access to its entire hydrotherapy playground.

The Faena Hotel recently launched **Faena Rose** ([TheCoreClub.com/Member-Benefits/Partners/Faena-Rose](#); first-year dues from \$34,000 per couple, following years \$15,000 per couple), whose 500 elite

members are laser-focused on the arts and enjoy a reciprocal relationship with the tony Core Club. Faena Rose's calendar offers more than 70 events per year, including master classes and conversations with everyone from Macy Gray to Alan Cumming. (Expect a thorough interview and background check before being accepted by committee.) You'll need at least two referrals to get into the **Beach Club at Miami Beach Edition** ([EditionHotels.com](#); annual dues from \$4,000, \$7,000 for couples). Meet those pals at the Edition's private beach, pools, gym, Jean-Georges restaurants (members get great deals), or Basement (a nightclub, bowling alley and ice rink), where members are treated to priority admission.

Of course, the brand that revived the American social club has a big Miami presence. Eight-year-old **Soho Beach House** ([SohoBeachHouse.com](#); annual dues from \$1,600) recently refreshed its pool area as well as restaurant Cecconi's, and added the waterfront Beachbar. Pass the committee and you can rub shoulders with the under-30 global jet set at Cowshed Spa and the club's very VIP annual Art Basel tent.

PHOTOS BY ADRIAN GAUT, COURTESY OF 1 HOTEL SOUTH BEACH, SOHO BEACH HOUSE.