TRAVEL

With Art Basel on the Mind, Here's the Lesser-Known Miami Neighborhood You Need to Check Out

BY NICK REMSEN

November 29, 2016

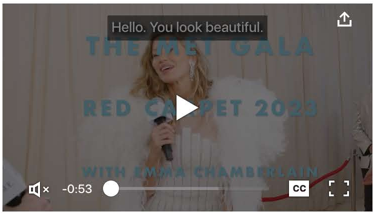
Photo: Alamy

As someone who resided in Brickell—the flourishing Miami neighborhood south of Downtown and north of Coconut Grove—when Barack Obama first became president, this writer can attest that as much has changed within this Floridian enclave as it has in American politics. Meaning: Compared to eight years ago, Brickell is now virtually unrecognizable.

However, the change here is generally agreed upon to be for the better. Brickell has grown in popularity as a spot to live—its original condominiums have long lined the water, but since the mid-2000s, more and more residential skyscrapers have popped up further inland. And as its numbers have swelled, the area's offerings have morphed along with them—inhabitants now, finally, have a shopping mall within walking distance, as well as a movie theater in the works (at a new billion-dollar outpost called Brickell City Centre). (Though, some down-and-dirty Miami haunts, like the famous Tobacco Road bar—at the time the city's oldest watering hole—have fallen prey.)

As a seasoned Miamian or Miami-goer will tell you, the Beach (South Beach, Miami Beach) can get a little overwhelming, and the Design District and Wynwood are cool, but there aren't great places to stay in those vicinities. Why not give Brickell a try? It's a quick shot north to the aforementioned fashion and art-centric neighborhoods, and an even quicker shot south to Coconut Grove and the lovely Coral Gables (traffic pending . . . yes, Miami does have some nasty rush hours). Here's a little guide of where to stay, where to eat, where to shop, and more.

WATCH



Gisele Bündchen is Wearing the Same Dress She Wore 16 Years Ago

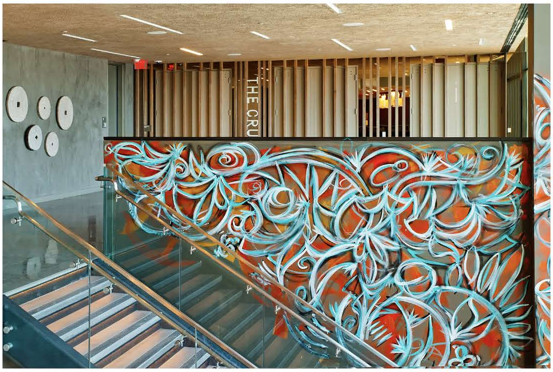


Photo: Courtesy of EAST Miami

Stay Once upon a time, the Viceroy Miami was the hotel in which to see and be seen in Brickell (this writer can still recall the striking Kelly Wearstler–designed elevator foyer). The Viceroy has since been rebranded as a W hotel. More excitingly, there are two new players in the mix—the SLS Brickell and the East, Miami. The former boasts 124 rooms with an interior scheme by Philippe Starck, which has been done before by, say, the Delano in South Beach and in fact parts of the aforementioned Viceroy complex up the street, but the aesthetic is still popular. The latter is a bit more interesting. Owned by the Hong Kong–based Swire Group (it is the conglomerate's first U.S. hotel), East, Miami is a component of the expansive Brickell City Centre development. It has 352 guest rooms, a 40th-floor rooftop bar called Sugar, and a Uruguayan *parrilla*-focused restaurant called Quinto La Huella. The hotel's overall decor is contemporary Zen—if you book, ask for a room in the 06-line. The views—east toward Fisher Island, and south toward Brickell's financial zone—are bona fide spectacular.

Photo: Courtesy of Quinto La Huella

Eat and Drink There are a number of new—and/or notable—dining spots in Brickell. There's the aforementioned Quinto La Huella at East, Miami, and the Italian Fi'lia by Michael Schwartz at SLS Brickell. Both are solid. Try the grilled provolone at Quinto, especially. Others suggest Marion, a chic oyster bar, and Coyo Taco, a Mexican street food restaurant that launched in Wynwood but just opened its second outpost in Brickell. A classic Japanese spot nearby in Downtown Miami—like in so many cities around the world—is Zuma (you can't go wrong!), and insiders recommend NAOE on Brickell Key for an exclusive chef's-choice dinner. For a splashier affair, book a table at El Tucán, a Latin-American restaurant with a nightly

MOST POPULAR

RUNWAY
The Best Street Style Photos From the Spring 2024 Menswear Shows in Milan

CELEBRITY BEAUTY
From Emma Watson to Beyoncé: 25 of the Best Courtside Beauty Looks at Wimbledon
BY HANNAH COATES

RUNWAY
Phil Oh's Best Street Style Photos From the Fall 2023 Couture Shows in Paris

MOST POPULAR

RUNWAY
The Best Street Style Photos From the Spring 2024 Menswear Shows in Milan

CELEBRITY BEAUTY
From Emma Watson to Beyoncé: 25 of the Best Courtside Beauty Looks at Wimbledon

cabaret show inspired by Cuba. One local calls it "a real treat." Baby Jane, a gastropub and bar, is also solid for a couple of drinks before heading out to go clubbing on the beach. Bluetree Juice gets high marks for its, you guessed it, extensive juice menu. And Toasted Bagelry & Deli—a popular breakfast spot in the heart of Brickell—is fantastic for an iced coffee and a morning sandwich. (Try "The Normandi Lox" on a whole-wheat everything bagel—it's excellent!)

Photo: Courtesy of The Brickell City Centre

Shop The shopping scene in Brickell just received a luxury heavyweight—ahem, Saks Fifth Avenue—at Brickell City Centre (where there are some great Balmain pieces). There's also a selection of boutiques that are worth checking out. Pop into Atikshop, in Mary Brickell Village, for casual trendy womenswear. The neighborhood also features an outpost of Studio LX with contemporary labels like Rails (from Los Angeles), Rebecca Taylor, The Kooples, and 3x1. Addict, an activewear store also in Brickell City Centre, sells Fenty x Puma, Yeezy, and Golden Goose. And Shoe Gallery—which is actually located Downtown, but within a very quick walk of Brickell—is a sneakerhead's dream come true. Highlights of their current stock include Kendrick Lamar's collaboration with Reebok, and need-them-now baby blue Nike Air Force 1s.

Photo: Courtesy of The Conrad Hotel

Be Well If hot yoga is your thing, try Bikram Brickell (locals compete in a 50-day challenge—with the results posted outside for passersby to see). If it's not, try rooftop yoga at the Conrad hotel nearby, then decamp to the property's brand-new spa for a little rejuvenation. It's currently running a holiday special called the "Warm Wishes" massage—which is an hour and 15 minutes long, and mixes Swedish relaxation with hot stones. It puts the "magic" in Magic City.

BY HANNAH COATES

RUNWAY

Phil Oh's Best Street Style Photos From the Fall 2023 Couture Shows in Paris

[speaking French]

TRAVEL VIDEOS 1 / 8

Camille Rowe's Take on French vs. American ...

Watch Irene Kim's Japanese Hot Springs Adve...

Constance Jablonski's Picture-Perfect Beach...

Topics City Directory Miami

Vogue Daily

All the essentials: top fashion stories, editor's picks, and celebrity style.

SIGN UP NOW

By signing up you agree to our User Agreement and Privacy Policy & Cookie Statement.

READ MORE

VOGUE

The latest fashion news, beauty coverage, celebrity style, fashion week updates, culture reviews, and videos on Vogue.com.

MORE FROM VOGUE
- NEWSLETTER
- CUSTOMER CARE
- VERIFY SUBSCRIPTION
- CONTACT US
- ABOUT VOGUE
- CAREERS
- PRIME DAY

SEE MORE STORIES
- FASHION
- BEAUTY
- CULTURE
- LIVING
- RUNWAY
- SHOPPING
- MAGAZINE

ACCESSIBILITY HELP | MASTHEAD | VISUAL STORIES | COOKIES SETTINGS

CN Fashion & Beauty United States

© 2023 Condé Nast. All rights reserved. Use of this site constitutes acceptance of our User Agreement and Privacy Policy and Cookie Statement and Your California Privacy Rights. *Vogue* may earn a portion of sales from products that are purchased through our site as part of our Affiliate Partnerships with retailers. The material on this site may not be reproduced, distributed, transmitted, cached or otherwise used, except with the prior written permission of Condé Nast. Ad Choices