

Finally: Sophisticated Shopping Comes to Miami Beach with the Faena Bazaar



Ann Abel Senior Contributor @

Travel

I know the difference between expensive travel and the truly luxurious

There are plenty of reasons to visit Miami Beach—restaurants, nightlife, the beach itself—but shopping isn't usually at the top of the list. That changed last year, with the opening of the [Faena Bazaar](#).

It's the latest addition to Argentine hotelier [Alan Faena](#)'s blocks-long district, which also includes two hotels, residences, top restaurants and cultural venues. When he went into hospitality, he paired up with top talent, such as [Philippe Starck](#) for his Buenos Aires hotel, and Baz Luhrmann and Catherine Martin for the Miami flagship. So with this foray into retail, he chose a leader in that world: [Maris Collective](#), which bills itself as a "forward-thinking global retailer with remarkable success in redefining the shopping experience, to bring their unique vision for the innovative retail concept to life." Basically, they create buildings that house many boutiques but feel like anything but a dated old shopping mall.



The facade · KRIS TAMBURELLO

Thus, the Faena Bazaar offers a mix of brands with a focus on emerging talent, as well as internationally coveted labels. Stand-alone shops include [Linda Farrow](#), a specialist in luxury eyewear; [Pedro García](#), purveyor of shoes made in Elda, Spain; C. Bonze, home to white linen jackets, totes and custom embroidery; [LOVE Binetti](#), a signature free-spirited store by Diego Binetti; [Adriana Iglesias](#), offering an assemblage of the designer's unique, brightly colored creations; and Hartel, with a smartly edited selection of menswear as well as a small bodega as a point of interest, complete with Goyard-wrapped lighters, old *Playboy* magazines, and other curiosities.

In the multi-brand spaces, there are dresses from Australian designer [Roopa](#), whose pieces are ethically and sustainably produced in an atelier in Bangalore; across the shop they will find statement coats and kimonos from the Latin American fashion house [Maison Alma](#). The [Elder Statesman](#), a Los Angeles-based luxury lifestyle brand, has created a capsule of exclusive pieces that bring the California cool to Miami, while one-of-a-kind silk kaftans from Berlin-based designer [Rianna + Nina](#) mingles with [Brock Denim](#). The plan is for all of these to change, to keep the anti-mall experience fresh and exciting.



Carolina K. FAENA BAZAAR

Beneath the retail floors, there is a gallery showcasing rotating exhibitions by international artists and visiting collaborators. Above them is a dynamic event space marked by contemporary design. And above it all, on the rooftop, is the [Goldish Oasis](#), another welcome addition to the Miami Beach landscape. Here there are organic juices and complimentary sound healing. Shopping at the Faena Bazaar is hardly taxing. But dozing off on giant cushions to the sound of Himalayan singing bowls is a pretty sweet way to top off a session of retail therapy.