

NOTEWORTHY
MASTERCLASS

THE NEW SOCIAL ORDER

BY JILLIAN DARA

AS THE NOMADIC ELITE TRADE DISTANT SKYLINES FOR BISCAYNE BAY, THE PRIVATE MEMBER CLUB IS SHEDDING ITS STUFFY, SCOTCH-AND-SILOS REPUTATION IN FAVOR OF A NEW, YEAR-ROUND HOLISTIC RITUAL.



Across the nation, the private member club didn't just survive the great pause of 2021—it thrived. As the world reopened, the collective appetite shifted; we were no longer hunting for status-heavy gatekeeping, but for spaces of genuine, unforced connection that didn't require a tennis racket to justify an entry fee.

“People are looking for a sense of belonging,” notes Trish Thurston, the operating partner of Cove Club in West Palm Beach. Emerging as a sharp-eyed response to the tidal wave of New York émigrés, Thurston's Cove Club positions itself as a culturally tuned-in hub—one that prioritizes lifestyle flexibility over the rigid, traditional silos of the country club set.

This influx of high-wattage professionals has fundamentally recalibrated Miami's soul, dragging it from its origins as a seasonal playground into its new reality as a year-round global powerhouse. Jeff Zalaznick, the Major Food Group co-founder behind the Design District's ultra-exclusive ZZ's Club, observes that Miami is no longer a destination, but a permanent home base. With this permanence comes a demand for the kind of consistency and substance one finds in Mayfair or the Upper East Side, albeit served with a distinctly Floridian edge.

To keep pace, the region's heritage clubs are pivoting to serve as the central nervous systems of their members' professional and domestic lives. The old guard's weekend-only schedule has been replaced by a

bustling weekday calendar of community-building and family-centric programming. It is a globalized vision of luxury, evidenced by ZZ's Club playing host to a spring residency for Hong Kong's storied Bar Leone.

“Miami has always been social, but this new wave has brought a more layered dynamic,” says Nathalie Paiva, co-founder of ARKHAUS, the provocatively floating social club moored in Biscayne Bay. In this new era, the club is no longer just for the evening cocktail; it is where one inhabits the entire day.

This demographic shift is paving the way for a new generation of sanctuaries built for the current zeitgeist. Seia, poised to debut in March 2026 atop the 55th floor of 830 Brickell, represents a collaboration between The Bastion Collection and OKO Group. It is a space designed for the modern hybrid—those who view the boundary between a board meeting and a social hour as delightfully porous.

The horizon for 2026 remains remarkably crowded. West Palm Beach is readying Biba Social, a boutique club-cum-hotel aimed at the “new generation,” while Naples prepares for the gargantuan Sterling's Club—a 70,000-square-foot temple of fine dining and holistic wellness within The Carnelian Hotel.

Ultimately, the Florida migration has proved one thing: the new population isn't just looking for a place to be seen. They are looking for a lifestyle of substance, where the environment is as meaningful as the conversation.

