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Design mogul haute couture Arkadia club at Fontainebleau

Well known as a top designer with a touch of [ultra modern](#) flair, Francois Frossard – in collaboration with the [Fontainebleau hotel](#) – has recently unveiled his latest contribution to the [nightlife in Miami](#), the highly stylised Arkadia club.

With a theme Frossard describes as being lifted from a jewellery box, Arkadia's most certain to become a [crown jewel](#) in the Miami night scene, as well as a [hotspot](#) for those on [holidays in Miami](#).

Additionally, the venue has already hosted high profile parties for the likes of Drake, the R&B/hip hop artist, as well as a star-studded preview event featuring Elle Macpherson, Edward Norton and US basketball star LeBron James.

Frossard reportedly impressed the owners of the hotel by having such an outlandish and over-the-top vision for Arkadia.

"After doing a couple renderings we basically said, 'Listen, this is not what you want to do in the Fontainebleau Hotel,'" according to Frossard. "Let me do my take. And then everybody was like, 'Woah, Francois, it's too much,' but we kept it this way; it's an elegant, glamorous lounge."

Frossard said Arkadia, from the beginning, was a very large space, which presented its own problems in design, which led to the jewellery box idea, but works very well for visitor experience.

"We tried to make it more like a small jewellery box because the space is very big," he said. "We had to divide the space and make it more intimate versus an open floor plan. Otherwise, if you only have 100 people in there, it's going to look totally empty and not have any energy."