

Boston

TRAVEL

A Lilly Pulitzer Cottage Will Open at Nantucket's White Elephant

The brand's beachy, bold designs are set to brighten up the island resort.

by **ANTONIA DEBIANCHI** • 4/10/2018, 5:00 p.m.



Photo courtesy of the White Elephant

Lilly Pulitzer is headed to Nantucket's premier hotel, the **White Elephant**, to flower one of the resort's cottages with the brand's signature color-popping looks.

The Lilly-designed space veers from its typical Palm Beach-inspired designs and instead draws on the coastal vibe of Nantucket. From bedding to pillows to prints, the island's signature blue and white color scheme adorns the cottage in various hues.

“It’s a magical place,” says Mira Fain, executive vice president of product design and development at Lilly Pulitzer. “We wanted to feel this authentic Nantucket spirit and this fresh blue and white color palette, using a lot of natural textures and some really traditional elements to New England.”

Incorporating what they call “playful and relaxed” elements, the design team also gives a nod to the hotel itself, including elephant-themed patterns on a range of textiles, bedding, and pillows. Coincidentally, Lilly Pulitzer’s “Joy Ride” print is also trademarked with blue watercolor elephants. The brand’s 12 full-time print artists curated the cottage’s hand-painted artworks, from a large canvas featuring an elephant to a more neutral sailboat print.

Lilly Pulitzer is no rookie when it comes to home furnishings. Recently collaborating with Pottery Barn, the team behind the brand infused timeless designs in PB products from dazzling poolside towels to bold upholstered armchairs.

“It’s always fun to dive into and play with the textiles, and colors look beautiful when they’re on a bigger, larger scale, like on sofas, bedding, or home textiles,” Fain says. “It’s always fresh-looking when you have a lot of Lilly color and Lilly print in one place.”

Coupled with the cottages’ coastal charm are luxe amenities, including a Lilly Pulitzer beach tote in a limited-edition Nantucket print, an on-property library, and bicycle rentals.

“Nantucket is a beautiful island, and it’s this dream coastal stay,” Fain says. “We’re looking forward to a very exciting summer season to create more memories and family moments and getaways.”

The Lilly Pulitzer Cottage opens for the season on April 12, and starts at \$350 per night. More information is available at [whiteelephant.com](https://www.whiteelephant.com).



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