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SUMMER 2019

NAOMI
WATTS

HEATS UP

Veronica Swanson Beard (left) and Veronica Miele Beard.



POWER PLAYER

Polished Pair

Two fashion mavens are bringing their Veronica Beard label to Nantucket.

BY NATASHA WOLFF

Sisters-in-law Veronica Miele Beard and Veronica Swanson Beard launched Veronica Beard in 2010, and since then, their functional yet fashionable label of polished wardrobe staples has expanded to many different categories and all over the world. This summer, in partnership with Perch Nantucket, the brand has opened its first store on Straight Wharf, which will carry the full product range, plus a special collection with home furnishings brand Kassatex that includes leopard-print beach towels, a terry cloth jacket, beach totes, and pouches with cute catchphrases. "Straight Wharf is a picturesque area with great shopping, and Perch has been a great partner, so this pop-up felt like the perfect next step to bring the brand to the VB customer who spends her summer in Nantucket," says Miele Beard. We spoke with the Beards to find out why the island was such a fit for the American fashion house—and for them personally. veronicabeard.com

How often do you visit Nantucket?

VSB: I go for a few weeks every summer. It's a great escape for the entire family.

What are your favorite local haunts?

VSB: The White Elephant hotel, restaurants Cru and Lola 41, and Siasconset Beach.

VMB: The Wauwinet hotel, restaurants Galley Beach and The Nautilus, and Darya Salon & Spa.

What pieces are you excited about from your summer collection?

VSB: Shorts and sundresses like the Marla dress are perfect for lunch in town, denim for those cooler nights, and blazers like our Gaya Dickey jacket for layering.

What made you partner with Kassatex on a capsule collection?

VSB: We love fashion and interior design, so we're excited to be partnering with Kassatex on a capsule that was inspired by one of our favorite films, *Overboard*.



FROM LEFT: The Robin dress; the Veronica Beard pop-up at Perch Nantucket.

What do you love most about summer?

VSB: Entertaining outdoors is the best part about summer. That and our summer dresses!

VMB: I love traveling because it inspires me in so many ways. I'm always looking at what people are wearing in other cities and countries. And I'm looking forward to spending extra time with my kids!

SEA OF TRANQUILITY

The Wauwinet hotel is celebrating its 30th anniversary with a multimillion-dollar renovation of its lobby, library, and 32 guest rooms and cottages (the first since it opened). Nantucket's only Relais & Châteaux hotel has gotten a top-down update from Gauthier-Stacy, a Boston interior design firm, with the goal of giving a more modern feel to the rooms and public spaces while highlighting the island's natural and nautical landscape. "The property has never fallen below a very high standard, as we're always updating and keeping the hotel fresh, but we felt it was time to do something more extensive," says general manager Eric Landt. The rooms have been updated with a soft palette of blues and seafoam green, new lighting, marble bathrooms with walk-in showers, floor coverings, and furniture. "The design firm had to find a way to incorporate a charm that was already established and blend it with the new," Landt says. As part of the restoration, the owners have remodeled the stand-alone three-bedroom Anchorage House in partnership with lifestyle brand Serena & Lily, and it's outfitted with its furniture in



A guest room at The Wauwinet hotel.

the living room, dining room, kitchen, and outdoor areas. Situated between two private beaches, the resort is tucked away on one side of the island and is extremely intimate, private, and calm (no young children are allowed). "People looking to escape a busy lifestyle come to stay here," Landt says. "This is a comfortable place where they can put their feet up and relax and feel a sense of being." wauwinet.com

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SOLE MATES

The lifestyle apparel brand Vineyard Vines was founded in 1998 on Martha's Vineyard by brothers Shep and Ian Murray with the goal of creating classic clothing and accessories with a preppy aesthetic. This summer on Nantucket, the brand will unveil its collaboration with another famed American brand, footwear company Sperry. The label's Authentic Original Boat Shoe, Seaside Slip-On, and Striper II CVO Sneaker have been emblazoned with Vineyard Vines' signature whale designs and patchwork prints. "This release evokes the nostalgia of simpler times, youthful fun, and family vacations at the shore," says Tom Kennedy, Sperry's president. A fitting partnership, indeed. vineyardvines.com



The Sperry x
Vineyard Vines
Americana
Patchwork Authentic
Original Boat Shoe.



Juices at
Lemon Press.

Health Haven

Located in town, Lemon Press, a new coffee shop, juice bar, and restaurant, features a range of healthy dishes made with organic ingredients, like smoked salmon toast, acai bowls, and shakshuka for breakfast, and sandwiches and salads for lunch. At night, enjoy craft cocktails and small plates by chef Soni Akshay. lemonpressnantucket.com

DARYA SALON & SPA AT THE WHITE ELEPHANT

After a successful 10 years operating in town, Darya Salon & Spa has opened a second outpost inside the White Elephant hotel, featuring three treatment rooms for massages, facials, and body treatments. Special offerings include the DNA CryoStem Skin Therapy System facial, which seeks to repair free-radical damage with a rich protein serum, and dermaplaning to remove dead cells that sit on the skin's surface. whiteelephanthotel.com



The White
Elephant hotel.