SEASIDE ADVENTURES

**The White Elephant hotel**

Overlooking the bay, the White Elephant hotel is Nantucket’s only Relais & Châteaux hotel and features 43 guest rooms and cottages. The hotel’s design and management were inspired by the traditional New England style, with a focus on comfort and elegance. The hotel offers a range of amenities, including a fitness center, spa, and beach access.

**Vineyard Vines**

The lifestyle apparel brand Vineyard Vines has opened a new retail location on Nantucket. The store features a range of preppy clothing and accessories, including the brand’s signature Authentic Original Boat Shoe. The store is situated in a historic Nantucket building and offers a range of products, including clothing, accessories, and home items.

**ASPEN**

A city in Colorado, known for its luxury resorts and ski slopes, Aspen is a popular destination for winter sports and upscale shopping.

**CHICAGO**

The Windy City, Chicago is a major metropolitan area known for its architectural landmarks, cultural attractions, and diverse cuisine.

**DALLAS**

Located in Texas, Dallas is known for its shopping, dining, and entertainment options, as well as its business district and sports venues.

**HAMPTONS**

A coastal community in New York, the Hamptons is a popular destination for summer retreats and luxury resorts.

**HOUSTON**

Known for its energy industry and cultural attractions, Houston is the largest city in Texas and a major metropolitan area.

**LAS VEGAS**

The entertainment capital of the United States, Las Vegas is known for its casinos, hotels, and entertainment venues.

**LOS ANGELES**

The entertainment capital of the world, Los Angeles is known for its film industry, beaches, and cultural attractions.

**MALIBU**

A coastal city in California, Malibu is known for its beautiful beaches and luxurious homes.

**MARTHA'S VINEYARD**

An island off the coast of Massachusetts, Martha’s Vineyard is a popular destination for summer vacations and cultural events.

**MIAMI**

A coastal city in Florida, Miami is known for its sandy beaches, world-class shopping, and vibrant nightlife.

**NEW ORLEANS**

A city in Louisiana, New Orleans is known for its unique culture, cuisine, and music.

**NEW YORK CITY**

The largest city in the United States, New York City is known for its iconic landmarks, museums, and cultural attractions.

**ORANGE COUNTY**

A coastal county in California, Orange County is known for its beaches and upscale living.

**SAN FRANCISCO**

A city in California, San Francisco is known for its beautiful landscapes, cultural attractions, and vibrant nightlife.

**VERA BEARD POP UP AT PERCH NANTUCKET**

The Veronica Beard brand has launched a pop-up shop at Perch Nantucket, a popular retail destination on the island. The pop-up features a range of Veronica Beard’s signature clothing and accessories, as well as a range of accessories with a preppy aesthetic.

**VINEYARD VINES POP-UP AT PERCH NANTUCKET**

Vineyard Vines, the lifestyle apparel brand founded in 1998, has opened a new retail location on Nantucket. The store features a range of clothing and accessories with a preppy aesthetic, including the brand’s signature Authentic Original Boat Shoe. The store is situated in a historic Nantucket building and offers a range of products, including clothing, accessories, and home items.
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 wardrobes 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 Brant Point, 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 Talk is a pictureque area with great shopping, and Perch has been a great partner, so this pop-up feels like the perfect next step to bring the brand to the VR 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. veronicableard.com

How often do you visit Nantucket? VMB: Up for a few weeks every summer. It's a great escape for the entire family.


What pieces are you excited about from your summer collection? VMB: The Spencer’s advancing anchor in our Original Boat Shoe; the Robin dress; the Nantucket Burch jacket; the T Back top with heart print; and 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, VSB: The White Elephant hotel, restaurants Cru and Lola 41, and Siasconset Beach.

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!

SOLE MATES

The postcard-perfect 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 has carried its 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 remedied the stand-alone three-bedroom Anchorage House in partnership with lifestyle brand Serena & Lily, and it’s outfitted with its furniture in 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 look for a bouncy 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.”

SEA OF TRANQUILTY

The Wauwinet hotel is celebrating its 50th anniversary with a multimillion-dollar renovation of its lobby, library, and 33 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 remedied the stand-alone three-bedroom Anchorage House in partnership with lifestyle brand Serena & Lily, and it’s outfitted with its furniture in 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 look for a bouncy 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.”

DARYA SALON & SPA AT THE WHITE ELEPHANT

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

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 sautéed sweet potato, acorn squash, and shakshuka for breakfast, and sandwiches and salads for lunch. At night, enjoy craft cocktails and small plates by chef Sani Achkay.

For more on NANTUCKET, VISIT DUJOUR.COM/ARTICLES

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