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Palm Beach Daily News

Check out 12 new luxury shops coming to Palm Beach's Royal Poinciana Plaza this fall

BUSINESS By Aleese Kopf - Daily News Staff Writer



Felipe, Camilo and Alex Celis of Celis Produce in West Palm Beach. (Bruce R. Bennett / The Palm Beach Post File Photo)

Posted: 4:43 p.m. Thursday, August 24, 2017

Highlights

- ☑ Celis Produce and Virginia Philip wine shop, both of West Palm Beach, moving in.

Storefronts at the **Royal Poinciana Plaza** are almost full as the historic shopping center prepares for its first full season in Palm Beach since being revitalized.

Operators of the plaza announced this week a wave of 12 businesses planning to open this fall, including a local organic market and a local wine academy. Including the several luxury **brands announced last spring** and the **existing tenants**, the plaza is 95 percent leased with just two spaces left, according to the management team.

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"It's all about the right opportunity and the right location," said Alex Celis, a co-owner of **Celis Produce**, a boutique organic market and juice bar.

Celis and his brothers, Felipe and Camilo, currently operate a store on South Dixie Highway in West Palm Beach. He said they couldn't pass on a chance to expand to the island.

"There's a lot of opportunity to grow on the island," Celis said. "With the north bridge opening up, all of the interesting things happening at The Royal ... it's a really good energy. It's going to be a destination spot like Worth Avenue during season. It's going to be an all-day event, a place where you can eat, grab snacks, hang out."

More Royal Poinciana Plaza news

Celis Produce offers juices, smoothies, acai bowls and organic produce. The business also sells curated, healthy grocery and pantry items. Celis said he plans to open in October in the former Gucci location. The brothers are working on a special Gucci-themed smoothie or bowl, Celis said.

Virginia Philip Wine, Spirits & Academy also will be joining the plaza. Philip, who has a home on the island, was the 11th woman in the world to earn master sommelier status in 2002 and since then has won **numerous awards**. She's currently wine director at The Breakers Palm Beach.



Virginia Philip

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Philip's island academy will be similar to her location in downtown West Palm Beach, offering top wines from around the globe as well as tastings, lectures and education. The island store also will offer liquor and spirits, Philip said.

"I think Palm Beach makes sense," said Philip, whose sister Veronica Bauer also lives in town. "It matches my brand. And The Royal is fantastic. It's a beautiful plaza. It's historical. We're really looking forward to

capturing business on both sides of the bridge."

Other brands to open this fall include:

Saint Laurent — A luxury French fashion house offering women's and men's ready-to-wear clothes, leather goods, shoes, jewelry and eyewear.

Magasin — A men's fashion boutique that offers a variety of luxury brands as well as custom pieces.

Maris Collective — A luxury retail store found in hotels and resorts around the world, including the Four Seasons.

Valentina Kova — An American fashion designer of luxury ready-to-wear women's clothing and fine jewelry.

Cynthia Rowley — An American fashion designer whose Palm Beach collection will focus on whimsical surfwear, casual sunwear and fitness apparel.

St. Frank — A luxury home decor company that sells chic and cultivated textiles and home goods created by artisans from around the world.

Vespa — The iconic, Italian-made motor scooter company.

Paul Labrecque Salon and Spa — A full service hair, makeup, nail and skincare salon that began in the Upper West side of New York City.

Big Flower — A casual resortwear brand founded in East Hampton.

Theory — A New York-based men's and women's contemporary fashion label that sells clothes and accessories.

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"We dreamed of this list," said Samantha David, chief operating officer at WS Development and head of Up Markets, a division of WS, which owns and manages the plaza. "This list embodies fun, it embodies energy, it embodies new and different, it embodies all of the ingredients of the perfect Palm Beach day."