

Find out what 7 luxury brands plan to open this fall in Palm Beach

BUSINESS

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Posted: 6:00 a.m. Tuesday, May 23, 2017

The Royal Poinciana Plaza recently announced seven new brands that plan to join the historic shopping center this fall.

Representatives for the recently **renovated plaza** say the “carefully selected mix” of new businesses will bring the property to 80 percent leased. They aim to reinvigorate the 180,000-square-foot, open-air plaza as “an oasis” of fashion, food, entertainment and amenities for residents and visitors.

New brands joining the plaza include:

* **100% Capri** — A luxury resort-wear boutique offering casual and elegant handmade linen for men, women and children.

* **Assouline** — A brand that specializes in supplying books, candles, stationery, furniture, gifts, accessories and other luxury items for private libraries.

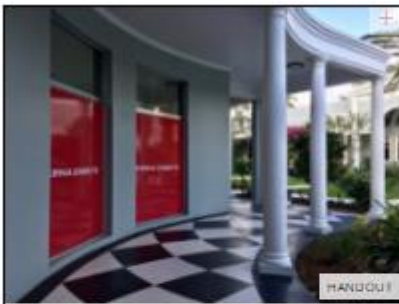
* **BEACH** — A new concept designed specifically for Palm Beach by luxury swimwear brand **Everything But Water**. The store will feature swimsuits, cover ups, sundresses, hats, handbags, jewelry, sandals, travel accessories and exclusive designer pieces.

* **Bognar & Piccolini** — A Croatian children's fashion brand providing artisan-crafted clothes for newborns and children 6 and under. The store also offers shoes, hair accessories, hand-knitted items and fragrance.

* **Cremieux** — A French preppy menswear brand offering casual and chic styles. The brand features tailored classic shirts, pants, sportcoats, suits, sweaters, shoes and accessories.

* **Rani Arabella** — An Italian cashmere brand specializing in women's ready-to-wear garments, home fabrics and luxury gifts.

* **Serenella** — A Boston-based American and European fashion boutique offering curated couture, clothes and accessories from an array of luxury designers and fashion houses.



High end women's fashion store Kirna Zabete to open in the Royal Poinciana Plaza. Photo by Aleese Kopf.

Businesses already announced include:

* **Kirna Zabete** — A New York City-based fashion boutique offering curated, high-end, designer pieces for women.

* **Hermès** — A French luxury brand specializing in leather, lifestyle accessories, home furnishings, perfumes, jewelry, watches and ready-to-wear.

* **Palm Beach Bicycle Trail Shop** — A locally owned store that sells, rents and services bikes. It also offers scooter rentals and bicycle accessories.



At the southeast corner of the main building at Royal Poinciana Plaza, retailer Hermès is seeking to move its planned store's ...

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Two restaurants, Miami-based Coyo Taco and The Honor Bar @ Palm Beach Grill, also plan to open in the fall. The Milanese restaurant Sant Ambroeus opened in December.

Up Markets announced in April that it is negotiating a lease with a prospective tenant for the long-dark Royal Poinciana Playhouse.

“Our goal is to bring back the soul of The Royal – to nurture an intimate and charming place where people love to be,” said Samantha David, chief operating officer at WS Development and head of Up Markets, a division of WS, which owns and manages the plaza.

“The merchants and restaurateurs we announce today represent quality and uniqueness – most have fewer than five stores in the country and pride themselves on being high-touch in design and service, which is incredibly important to serving the rapidly evolving, young demographic,” she said in a statement Monday. “We are proud to bring these brands we love, to this island we love, and believe that this eclectic mix speaks to how the community truly lives, aligning every day essentials alongside life’s true luxuries.”

Laurel Baker, executive director of the Palm Beach Chamber of Commerce, said the “colorful cross-section” of retail stores will draw customers from door to door.

“There is something for everyone,” she said. “The plaza’s spirit has been recaptured — a definite plus for Palm Beach and memories of what used to be.”