


FEATURE

The Royal Poinciana Plaza Announces the Next Wave of Luxury and Contemporary Brands

BY QUEST ON OCTOBER 12, 2017

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Palm Beach's The Royal Poinciana Plaza recently announced the next wave of high-end brands joining the 180,000-square-foot, open-air shopping experience, located in the heart of Palm Beach Island. These new brands are scheduled to open this fall, joining those previously announced as well as existing tenants, such as the notorious Palm Beach Grill and new-comer, Sant Ambroeus.

"We dreamed of this list. For so long, these extraordinary brands filled only our imaginations," said Samantha David, Chief Operating Officer at WS Development and Head of Up Markets, a division of WS, which owns and manages the plaza. "But in just a few short months, this beautiful group will be lining the corridors of our project instead."

"This list embodies fun," she continued, "it embodies energy, it embodies new and different, it embodies all of the ingredients of the perfect Palm Beach day. After you finish eating at Sant Ambroeus, don't forget to grab your fresh eggs at Celis before you hop on your Vespa to head home for the night. Your new Saint Laurent cocktail dress was made for a scooter!"

New brands joining The Royal include: Saint Laurent, Magasin, Collective, Valentina Kova, Celis Produce, Cynthia, Virginia Philip Wine, Spirits & Academy, St. Frank, Vespa, Paul Labrecque Salon and Spa, Big Flower, and Theory.

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