

Simply SUITABLE

No one knows 2018 top swimwear trends better than these experts from The Royal Poinciana Plaza's aqua-chic boutiques.

By Riki Aleman-Yee

CYNTHIA ROWLEY

Visitors to the new Cynthia Rowley boutique cannot help getting washed over with the Endless Summer collection vibes, as the store is simply swimming with wetsuits and matching surfboards, beach umbrellas that pair perfectly with SPF 50 swimsuits, chic coverups, bold totes and just about anything a beach babe needs to make a statement on the sand. Fortunately, something suitable can be found for nearly every woman here, as Rowley says she designs myriad variations in varying colors each season. "Some with lots of coverage and others that require more sunscreen!" she jokes. This season, she says she focused on, "more subtle palettes, like champagne and pale pastels, [and] fun, colorful prints." As for what Rowley might be wearing this spring while frolicking in the Atlantic or sunbathing at a luxe resort, she hints, "I love every kind of water sport, so I prefer a lightweight wetsuit, but the high-waisted bikini is my favorite for poolside."

340 Royal Poinciana Way, cynthiarowley.com

CREMIEUX

"I always thought Palm Beach had that authentic-chic flavor, like St-Tropez is for the French," says Stéphane Cremieux, the CEO of CREMIEUX. To help bridge the style gap even more, the family-owned brand shares European sartorial secrets with Americans, largely through thoughtful tailoring and fabrics that perform. Cremieux's designs feature what he describes as, "a modern, classic fit: not too tight, but certainly not too loose," and are made in Italy or Portugal of Italian, lightweight textiles. "They all dry very quickly and are easy to wear under a short, for example." Not everything at CREMIEUX is serious. CONTINUED...



Sugar Neptune smoking jacket, \$495, and Lola one-piece, \$265, both at Cynthia Rowley.