

BUZZ

## THEORY OF RELATIVITY

The classically modern fashion brand Theory brings its polished aesthetic to Palm Beach, boasting runway designs for men and women who have a discerning eye for dressing with intention.

By Jesse Bratter

Contemporary. Tailored. Sophisticated. It's always been the theory behind Andrew Rosen's modern fashion brand, **Theory**. And the recent opening of Theory Palm Beach at The Royal Poinciana Plaza is no exception. The second South Florida boutique for the brand—the first can be found in the Miami Design District—speaks to the classic yet fresh disposition of Palm Beach, with its interior architecture rendered in a series of clean, modernized arches and natural materials.

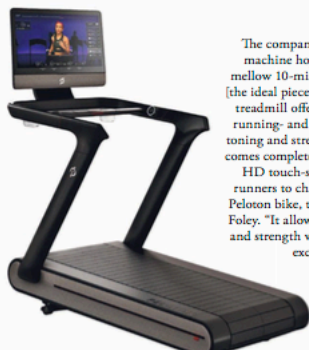
Fans can expect the same refinement from its summer 2018 collection of men's and women's clothing and accessories, but this time with an added softness and lightness that aligns with the casual resortwear so loved on the island. Lightweight jackets, relaxed shirts, slip dresses, soft-washed cotton twill, and sporty activewear and leisurewear—pieces that can easily mix and transition from day to evening.

These designs fill the store's 1,300 square feet of curated space, lending another fashion-forward experience to the luxurious shopping and dining destination. 340 Royal Poinciana Way, [theory.com](http://theory.com)



FITNESS FLASH

### RUN FOR IT



The company that made the in-home stationary bike as popular as the 1980s NordicTrack ski machine hopes to work the same motivational magic on the treadmill. "Whether you want a mellow 10-minute walking class [or] an intense 60-minute boot camp class, the **Peloton Tread** is [the ideal piece of equipment]," explains Peloton founder and CEO John Foley. The company's new treadmill offers members a variety of live and on-demand classes (\$39 per month) ranging from running- and walking-focused workouts to off-treadmill floor classes focusing on strengthening, toning and stretching. The Tread—available now for pre-order with shipping beginning this fall—comes complete with 59 shock-absorbing slats to create a low-impact running experience, a 32-inch HD touch-screen monitor, a high-tech sound system, and speed and impact knobs that allow runners to change their pace and incline seamlessly without stalls or interruptions. "Just like the Peloton bike, the Peloton Tread is the best synthesis of hardware, software and class content," says Foley. "It allows members of all fitness levels to take effective, fun and motivating circuit, running and strength workout [classes] on their [own] schedules and in their [own] homes." Talk about no excuses! \$3,995, *Town Center at Boca Raton*, [onepeloton.com](http://onepeloton.com) —Meg McGuire