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LILLY'S World

There's more to those iconic **Lilly Pulitzer** prints than meets the eye. More travel, that is. "Lilly Pulitzer prints are created today the same way they were 60 years ago, when Lilly herself was at the helm," says Mira Fain, EVP of product design and development. "It begins with a team of artists who seek inspiration from the land, sea, and everything in between."

Translation? Trips to places Lilly loved—think Capri, Mexico, the Bahamas, and, of course, Palm Beach. "We really explore and use every aspect of a place to inspire our line," Fain says. "Lilly embraced the resort lifestyle all year long, so in order to get our head into that space, we need to see what she saw: palm trees, blue water, bougainvillea. A lot of prints have come directly from our experiences in Palm Beach."

After time spent soaking in the energy of a place, the team sits together and paints. Sprinkle in some sunshine and a round of tropical beverages, *et voilà*: A new pattern is born.

Lilly Pulitzer will return to its juice-stand roots on November 10 with the opening of a flagship location on Worth Avenue. "The brand has nearly 60 years of history on the island, so our intent is to honor our heritage and celebrate Palm Beach in the artwork, decor, and details," says CEO Michelle Kelly. Shopping at Lilly is always a cheery affair, but the experience in Palm Beach will be unparalleled. "You'll be able to design your own custom shift, watch a print-designer-in-residence paint and create custom touches, and much more," Kelly divulges. We may just spill our juice in excitement. (lillypulitzer.com) —Skye Sherman