

APPAREL AND ACCESSORIES

Carolina Herrera opens boutique in Palm Beach

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The brand is inviting guests to shop for accessories, beauty and ready-to-wear at the colorful opening. Image credit: Carolina Herrera

By LUXURY DAILY NEWS SERVICE

U.S. apparel and accessories label [Carolina Herrera](#) is welcoming guests to a new shopping spot.

Just steps from the ocean, the brand has opened a boutique in Palm Beach, Florida. The three-story, 2,200-square-foot space carries ready-to-wear and accessories, and is Carolina Herrera's third freestanding store, with the other two in Texas and New York.

Tropical touchpoint

The design of the Floridian store, situated at 150 Worth Avenue in the seaside destination, is inspired by Carolina Herrera's renovated flagship on Madison Avenue in Manhattan.

Cues taken from the New York shop include light-pink, Venetian plaster walls and textured limestone columns. Throughout, rounded lines and curved shapes set the tone, found in the form of seating, fixtures and walls.



Notes are taken from Carolina Herrera's Manhattan boutique, which informs the color palette and structural elements. Image credit: Carolina Herrera

Double doors, a giant winding staircase, black-and-white tile floors and huge windows add to the atmosphere. In a nod to its location, tropical elements, such as natural textures found at the beach, join this array.

The store is home to the latest beauty products, ready-to-wear lines and accessory collections comprised of handbags, jewelry

and shoes.

Additionally the house's *Colormania: Color and Fashion* book is available, inspired by four years of in-house design ([see story](#)). Published at the beginning of September 2023, the work is filled with images captured by Russian photographer Elizaveta Porodina that dive into fashion's relationship to color, movement, dance, music and beauty.



Ms. Herrera and Mr. Gordon celebrated with the Palm Beach community in December 2023. Image credit: Carolina Herrera

The corner boutique was celebrated in November 2023 with a soft opening and during the first week of December 2023 with a grand opening.

At the event, creative director Wes Gordon and the founder herself, Ms. Herrera, were in attendance. Together, the duo marked the beginning of their participation in the Palm Beach community.

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