



## FOR IMMEDIATE RELEASE

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### **Latest News from The Breakers Palm Beach** *Under Original Family Ownership, Florida's Legendary, Independent Resort Thrives on a Path of Continuous Renewal*

PALM BEACH, FL – As one of America's most iconic resort destinations, [The Breakers Palm Beach](#) is renowned for its gracious service, unparalleled seaside glamour and world-class amenities, in addition to its unwavering commitment to ongoing revitalization. Each year, the company invests an average of \$25 million to carefully balance preservation and modernization. This unrivaled financial contribution to a single hotel is sustained in the spirit of an endowment, to ensure exceptional guest experiences that create lasting memories.

In 2022, this 127-year-old company further expanded its portfolio of businesses, elevating the 140-acre property's array of luxurious, multifaceted amenities and spaces.

"We are incredibly blessed to have such devoted owners, heirs of founder Henry M. Flagler (circa 1896), who operate with a long-term view," said Paul Leone, CEO of The Breakers Palm Beach. "Thanks to their relentless loyalty, passion and vision, we have been able to sustain our annual investment in capital improvements, and our guests look forward to something new and unexpected with each return visit."

**Photo Link:** [Online Image Gallery](#) (download hi-res imagery)

*Photo credit may be attributed to The Breakers Palm Beach unless otherwise specified in captions*

## **RECENT DEVELOPMENTS**

### **The Shops at The Breakers**

In November 2022, [The Shops at The Breakers](#) completed an extensive series of enhancements, in addition to welcoming a new boutique to its collection.

- [Absolutely Suitable](#) - Thoroughly modern and utterly cool, Absolutely Suitable completed a dramatic expansion, nearly doubling the boutique's original square footage. Featuring a large, sculptural waved ceiling and artful floor that mimics the sidewalks of Rio de Janeiro, the store further diversified its swim, resortwear and accessory collections from a long list of European and American designers. Notable brands include: women's swimwear by SHAN, Karla Colletto and Eres; resortwear by Melissa Odabash and Taj; men's swimwear from Peter Millar, Orlebar Brown and Vilebrequin; and sunglasses by Oliver Peoples, Tom Ford, Gucci and more. The shop has also introduced a wider assortment of children's beachwear and coverups - offering more options for the entire family.

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- [Guerlain](#) - On the milestone of a 25-year partnership that began in 1997, The Breakers and esteemed beauty brand Guerlain celebrated the reopening of their redesigned boutique, which now showcases the Maison's exclusive Haute Parfumerie. Its latest offering, L'Art & La Matière - a collection of 21 Eaux de Parfum - presents a unique customization opportunity; clients select their fragrance and then personalize their bottle with a choice of cap plate, colorful cord and seal.

Inspired by the Parisian flagship on the 68, Champs-Élysées, the boutique's new look immerses guests in an ultra-premium Guerlain experience, honoring nearly 200 years of heritage, expertise and commitment to fragrance, skincare and makeup. With elegant simplicity, the sleek and modern interior captures the allure of Guerlain, utilizing gold accents and precious materials, both natural and textured, selected with the same care as the raw materials used in their high-end cosmetic and perfumery products.

- [Polo Ralph Lauren Kids](#) (**NEW to The Shops at The Breakers**) - Designed to reflect the timeless heritage and modern spirit of Ralph Lauren's classic collections for men and women, Polo Ralph Lauren Kids features signature apparel that includes the brand's iconic polo knit shirts and luxurious cashmere cable sweaters, in the most sophisticated and vibrant colors. Each season's fashionable styles emanate Ralph Lauren's distinct vision - from all-American sportswear with preppy and equestrian inspirations, to tailored and elegant ensembles for special occasions.

The new store at The Breakers is a one-of-a-kind retail environment reflective of a child at play. Anchoring the space are charming focal points such as a lighthouse, an interactive sailing ship and hand-painted murals - a nod to the hotel's seaside location. Decorative propping and other design elements, coupled with a white and blue color palette, evoke a sense of nautical fantasy, liveliness and childlike wonder, making this a truly unique destination.

**Photo Links:** [Absolutely Suitable](#) | [Guerlain](#) | [Polo Ralph Lauren Kids](#)

### **Breakers West Country Club**

A private residential community - located 10 miles from the hotel and set within a 670-acre nature preserve - [Breakers West County Club](#) (owned and operated by The Breakers) is renowned for its genuine service, scenic backdrops and sought-after amenities. This past year, the company invested \$8M to add two pickleball courts, redesign the property's Rees Jones golf course and renovate the main clubhouse (including the Cypress Grille Room, outdoor terrace, proshop and other public areas). Inviting and casually-elegant, each space within the clubhouse was modernized with a comfortable, residential feel. A neutral color palette of grays and caramels lightened each venue, complementing the darker tones in the new flooring and walnut furniture/millwork. The restaurant's enlarged bar, showcasing a new quartz countertop and sleek metal shelves, encourages members and guests to engage, further fostering a sense of community.

Breakers West offers multiple dining experiences from casual dinners to themed celebrations and special members-only receptions. The club features beautifully-appointed meeting, social event and wedding space, an 18-hole championship golf course, and a Member Activity Center that has seven Har-Tru tennis courts, a Junior Olympic-size lap pool, a state-of-the-art fitness center and a Kid's Club with an assortment of recreation and family programming.

### **The Breakers Rees Jones® Course**

Contemporary in style, [The Breakers Rees Jones® Course](#) officially reopened on December 21, 2022, after an extensive renovation by renowned golf architect Rees Jones. Located at Breakers West Country Club, this championship course has been artfully remodeled to offer improved playability for golfers of all skill levels. Gentle contours, slight elevation changes and manicured fairways have enhanced the course's natural terrain to allow for flexible play and a variety of shot options with varying degrees of risk. In addition, other updates included:

- Full regrassing (TifEagle on greens and Celebration Bermuda used on all other playing surfaces)
- Bunker modifications to enhance sight lines and playability
- Improved irrigation system to assist with water control & conservation
- Reconstruction of most holes to allow expanded shot options
- Introduction of green tees for those who would like to play shorter yardage
- Addition of pines, oaks and other native landscaping

This namesake was originally built in 1968 and was last updated by Jones in 2004, who also redesigned the resort's sister course, [The Breakers Ocean Course](#) in 2018. Golf at The Breakers is available for the enjoyment of hotel guests and club members.

The Breakers is also home to the [John Webster Golf Academy](#), which provides year-round, player-centered golf instruction, state-of-the-art learning centers, personalized fitness evaluations and custom club fittings.

### **REMARKABLE DISTINCTIONS**

#### **Milestones: The Breakers' longevity and enduring success, as an independent, family-owned resort**

- The only large, historic luxury hotel in the U.S. that is still in the hands of its original family owners (four generations and well over a century after its founding)
- One of just over 1,000 family-owned businesses in America that is over 100 years old and still in the hands of its original owners
- One of the longest, continuously operating businesses in the state of Florida
- An American icon of hospitality that remains independent of chain affiliation, The Breakers is a business success story that thrives in a highly competitive, chain-dominated industry
- One of Palm Beach County's largest private employers (2,300+ team members), the resort stands out for its exceptional organizational culture and inspired workplace
  - Employee well-being and fulfillment are the company's highest priorities, and in turn, these drive guest satisfaction and profitability
  - The staff benefits from an array of resources and custom programs, which help them reach their fullest potential and contribute to the community

#### **Custom Wine Blends by The Breakers**

In April 2023, Master Sommelier Virginia Philip, The Breakers' Wine Director, will once again journey to southern France for her annual wine trip, creating the finest proprietary custom blends exclusive to The Breakers. A tradition since 2004, this yearly program was born from Philip's passion to elevate the caliber of house wines, supported by an extraordinary investment in time, talent and resources. In 2014, Philip began the

current partnership with Mas La Chevalière in France's Languedoc region. It is here where she blends Chardonnay, Sauvignon Blanc, Pinot Noir and Cabernet Sauvignon. A total of 36,000 custom crush bottles are produced annually and all four wines are available to enjoy at the property's 10 restaurants, through in-room dining or at any of The Breakers' premium banquet events. Bottles can also be purchased at [News & Gourmet](#) retail boutique. "Our plan is to further enhance four outstanding selections and raise the bar on ourselves," said Philip. Delivery of the 2023 custom blends are expected by the end of the year.

**Photo Link:** [Virginia Philip](#) (photo credit: LILA PHOTO) | [Custom Wine Blends](#)

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### **About The Breakers Palm Beach**

Recognized as one of America's most iconic resorts, The Breakers is an Italian Renaissance-style hotel situated on 140 acres of oceanfront property in the heart of Palm Beach, Florida. Founded in 1896 by magnate Henry M. Flagler, and still in the hands of his heirs today, this legendary destination continues to thrive as an independent property. Each year, an investment averaging \$25 million in capital improvements and ongoing revitalization, balances preservation and modernization.

The Breakers features 538 guest rooms and suites, including the ultra-luxury Flagler Club, a boutique hotel nestled atop of the resort. The property offers 10 restaurants ranging from casual beachfront to stylishly sophisticated and a world-class private beach club with four pools, six whirlpool spas, 25 poolside bungalows and a variety of on-site watersports. Additional amenities include: two 18-hole golf courses, 10 Har-Tru tennis courts, a Forbes Five-Star spa, an indoor-outdoor oceanfront fitness center, 13 signature boutiques, [Via Flagler by The Breakers](#) - an alfresco shopping plaza, and a Family Entertainment Center with an extensive program of activities for children.

Along with being recognized as a AAA Five Diamond property, The Breakers has earned numerous accolades for its social impact on the environment, community and team member well-being. For reservations or more information, contact the resort at 888-BREAKERS (273-2537) or visit [thebreakers.com](http://thebreakers.com).

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