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CONTACT: Sara Flight (561) 659-8465 Bonnie Reuben (310) 248-3852
sara.flight@thebreakers.com bonnie@bonniereuben.com

The Continuous Evolution of Via Flagler by The Breakers Restores the Radiance and Vitality of Palm Beach's Original Main Street

Sisley Paris among the latest brands to join this modern alfresco plaza

PALM BEACH, FL – With the phased-opening debut of [Via Flagler by The Breakers](#) in 2020/2021, [The Breakers Palm Beach](#) has expanded its commitment to revitalization off site, by investing in one of the community's greatest historical assets - Royal Poinciana Way. Once Palm Beach's original Main Street, this timeless location has transformed into an enchanting gathering place for dining, shopping and more. The heritage-rich development showcases contemporary, premier brands in a picturesque open-air setting, attracting locals and visitors alike.

In early-April 2022, the \$32 million alfresco plaza added luxury French cosmetics company **Sisley Paris**, to accompany **Contessa Gallery, Frisbie Group, Henry's Palm Beach, Julien Farel Restore Salon, Main Street by The Breakers** and **SHAN**. This collection of upscale boutiques, eateries and galleries, complements the iconic, casually-chic lifestyle for which The Breakers is known.

Via Flagler marks the resort's successful expansion of its portfolio of businesses, thanks to its devoted family ownership (heirs of founder Henry M. Flagler, circa 1896). With an entrepreneurial approach, this thriving, independent hotel has endured for over 125 years and is one of only 1,000-plus, family-owned businesses in America that is over 100 years old and still in the hands of its original owners. The Breakers also remains one of the longest, continuously operating businesses in the state of Florida.

“Via Flagler was inspired by our dedicated and passionate owners, who operate with a long-term view and an incessant desire to enrich our community,” said Paul Leone, Chief Executive Officer of The Breakers. “Through this venture, we wanted to re-energize the island's original town center as a best-in-class lifestyle destination. Sisley - with its international reputation and coveted line of products and services - is a wonderful expansion of the Via Flagler experience.”

Notes

- The \$32 million investment in Via Flagler by The Breakers is in addition to The Breakers' recurring \$25 million of annual improvements in the hotel property.
- In fall 2022, Via Flagler will welcome PNC Bank and Summit Furniture; these arrivals will fulfill 100% of the plaza's occupancy.

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Via Flagler by The Breakers

Sisley Paris:

Via Flagler welcomes iconic beauty brand [Sisley](#) to Palm Beach, a coveted location for the French company's fourth, freestanding U.S. boutique. Its alluring setting takes inspiration from the La Maison Sisley concept, with a clean, elegant and minimalist aesthetic that will envelop customers in a prestige shopping and lifestyle experience, centered on innovative and exceptionally high-quality products. Area visitors and devoted clientele will find internationally-esteemed skincare, cosmetics, haircare and fragrances, as well as an exclusive spa cabin where customers can benefit from the brand's signature radiance-enhancing and anti-aging facial treatments.

Contessa Gallery

With a noteworthy local, national and international following, [Contessa Gallery](#) showcases artworks of exceedingly high quality, while serving as art acquisition counsel to collectors, museums and institutions. Committed to service, education, connoisseurship and an eye for spotting early market trends, the gallery is renowned for nurturing artists on the rise and for its grand-scale exhibitions at the most prestigious art fairs such as Art Miami and The Armory Show.

Since the gallery's founding in 1999, owner Steven Hartman has been an important curator and leading tastemaker in the industry, as well as past president of the Fine Art Dealers Association (FADA).

Frisbie Group

As a Palm Beach-based real estate investment & development firm, [Frisbie Group](#) specializes in the reimagination and revitalization of prime real estate assets in strategic locations. This extensive venue serves as a dual home for office and showroom, featuring the firm's next project, South Flagler House - a luxury residential high-rise, launching sales in 2022.

Henry's Palm Beach

Named for The Breakers' founder and Florida visionary, Henry Flagler, [Henry's Palm Beach](#) - the 10th restaurant in The Breakers' dining collection and second off-site - has emerged as one of the most popular destinations in the island's culinary scene. Within its lively, casually-elegant setting created by [Tihany Design](#) (consultant to Dailey Janssen Architects), Henry's features elevated American comfort food with character and an inviting menu of nostalgic and familiar favorites. Guests may savor traditional and eclectic cocktails; a local, artisanal beer selection, and an expertly curated list of wines-by-the-glass, flights and bottles courtesy of The Breakers' Master Sommeliers.

Julien Farel Restore Salon

A premiere lifestyle beauty brand, [Julien Farel Restore Salon](#) offers a luxurious range of world-class services and coveted beauty products, including hairdressing, styling, hair color and makeup. Creating a warm, inviting maison to help clients look and feel fabulous for any occasion, the setting reflects the elegance and never-ending chicness of Palm Beach. The salon, and its exceptionally talented team of seasoned professionals, is accustomed to catering to the most discerning clientele and committed to delivering a best-in-class experience.

Main Street by The Breakers

As the largest gift shop on the island, [Main Street by The Breakers](#) offers a unique experience that blends a contemporary boutique with a classic café, in a delightfully aromatic setting. Showcasing a fresh, playful and modern aesthetic, conceived by Tihany Design (consultant to Dailey Janssen Architects), Main Street features a comprehensive selection of designer accessories, fragrances, home décor and specialty items, along with unique stationary and assorted reading materials. Guests may also enjoy barista-prepared beverages, freshly made donuts, craft ice cream, homemade baked goods, and a variety of sandwiches and snacks.

SHAN

One of Canada's legendary fashion houses, [SHAN](#) is The Breakers newest destination for premium resort wear, swimwear and ready-to-wear clothing, as well as accessories for men and women. The boutique showcases the unique, avant-garde apparel design of this internationally renowned brand. SHAN's refined pieces go beyond traditional apparel; methodical cuts complement the body from every angle, emphasizing the creation of beautiful silhouettes. Following haute couture-level manufacturing standards, SHAN attire is made by professional craftswomen in Laval, Canada, using fabrics from renowned Italian and French textile houses. Its successful collaboration with The Breakers goes back 25 years, with SHAN as a featured line at the resort's [Absolutely Suitable](#) designer swimwear store.

Photo Links:

- [Via Flagler: Henry's Palm Beach](#) | [Main Street by The Breakers](#) | [SHAN](#)

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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, the community and team member well-being. For reservations or more information, contact the resort at 888-BREAKERS (273-2537) or visit thebreakers.com.