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**The Breakers Palm Beach Debuts Reimagined Guerlain Boutique
with Elevated Haute Parfumerie**

PALM BEACH, FL – On the milestone of a 25-year partnership that began in 1997, [The Breakers Palm Beach](#) and esteemed beauty brand [Guerlain](#) celebrated the reopening of their redesigned boutique - on November 3 - which features the Maison's exclusive Haute Parfumerie.

This luxury fragrance offering showcases L'Art & La Matière - an exclusive collection of 21 Eaux de Parfum that presents a unique customization opportunity. Clients select their fragrance and then personalize their bottle with a choice of cap plate, colorful cord and seal - the perfect gift for yourself or a loved one.

Inspired by the essence of 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, know-how and commitment to fragrance, skincare and makeup. With elegant simplicity, the sleek and modern interior showcases the allure of Guerlain, utilizing gold accents and precious materials, both natural and textured, selected with the same care as the raw materials for their high-end cosmetic and perfumery products.

Guerlain at The Breakers embodies luxury, beauty à la française and the art of personalization. Guests are welcome to explore a colorful spectrum of cosmetics and exquisite fragrance collections. Personal consultants are available to create a custom skincare regimen, incorporating products like the coveted Orchidée Impériale - a molecular flower extract known for its extraordinary longevity. This remarkable ingredient is also featured in the luxe facials at [The Spa at The Breakers](#).

“We are excited for the reopening of the Guerlain Boutique at The Breakers, celebrating 25 years of a meaningful partnership,” said Veronique Courtois, CEO of Guerlain. “A beautiful new space full of wonders, this setting is where clients can discover our exclusive creations across fragrance, skincare and makeup, immersing themselves into the bespoke savoir-faire of the Maison. Our crown jewel of Haute Parfumerie, L'Art & La Matière, is sure to inspire the Palm Beach community, who visit The Breakers to find their signature scent.”

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“Rare, iconic, incomparable—Guerlain’s legacy is second to none,” said John Zoller, Senior Vice President - Retail Operations at The Breakers Palm Beach, a 29-year veteran of the resort who originated this collaboration. “The esteemed French beauty brand is among the most renowned in the world, operating only a handful of storefronts in the United States, including ours at The Breakers. The new Haute Parfumerie offers guests and island residents a truly special experience.”

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About GUERLAIN

In 1828, [Guerlain](#) was founded by Pierre-Francois Pascal Guerlain in Paris. For over 190 years, the Maison has explored, innovated and elevated luxury beauty in Fragrance, Skincare and Makeup, drawing on a timeless, French savoir-faire. This unique heritage spans five generations of perfumers with over 1,100 fragrances since its inception. Today, the Maison’s Fragrance creations are led by the incredible in-house Master Perfumer duo, Thierry Wasser and Delphine Jelk.

Guerlain has long been a patron of the Arts, collaborating with talented artists and artisans including Maison Bernardaud, Baccarat, Yves Klein Foundation, Pochet et du Courval, Lorenz Baumer and Atelier Truscelli, to name a few. With Nature at the heart of all its creations, the brand has been committed to preserving biodiversity, innovating sustainably, acting for the climate and having a positive impact on society, with the Bee as its guiding symbol. To learn more, visit [guerlain.com](#).

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 ten 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](#).

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