

MODERN LUXURY

PALMBEACH

JANUARY 2026

MODERNLUXURY.COM

Eternal SUNSHINE

Lilly Pulitzer Returns
to Key West

+
YOUR ULTIMATE
GUIDE TO WINTER
SPORTS IN PARADISE

FEATURES

Lilly Pulitzer Ballard long-sleeved sweatshirt in 14613 Resort White Key West and Betie bikini bottom in 21546 Cherry Blossom Pink Seersucker Stripe; Ballard long-sleeved sweatshirt in 14643 Resort White Follow the Sun, lilypulitzer.com.



82

LOCAL.

82 SUNSHINE RETURNS TO KEY WEST

Lilly Pulitzer's iconic designs return to the island that first inspired America's resortwear style.

CELEB.

88 SCULPTING A MOVEMENT

Coral Gables becomes the latest outpost in Tracy Anderson's growing fitness empire as she debuts her first Florida studio—and sets her sights on Palm Beach next. Here's how she got here, and where she's headed.

FASHION.

94 HOT TICKET

Ring in the new year with these fashion-forward and opulent looks, promising a night to remember.



On the Cover
Photography by Gabor Jurina
for Lilly Pulitzer

Lilly Pulitzer Ivella maxi dress,
Blue Rousseau Roses, available
February 2026, lilypulitzer.com



1/ The runway came alive with Lilly Pulitzer's signature style. 2/ Mira Fain 3/ Hannah Cerniglia and Paris Bamberg 4/ George Ledes and Christine Schott 5/ Micaela Erlanger



ON THE SCENE

Lilly Pulitzer's Spring 2026 Runway Show

THE PARTY Lilly Pulitzer unveiled its Spring 2026 collection with a “Brand Homecoming” runway show at Casa Marina Key West, Curio Collection by Hilton, honoring more than 65 years of iconic prints, sun-drenched color and the irrepressible joy that defines the storied American label. Returning to the birthplace of Lilly’s original print house, the show drew inspiration from Key West’s lush landscapes, wild island character and bohemian spirit—elements woven seamlessly into a collection that felt both nostalgic and forward-looking. **THE PEOPLE** A stylish mix of distinguished guests, cultural

figures and creative collaborators gathered for the celebration, including Chanel Iman, Mariel Hemingway, Micaela Erlanger, Lilly Leas Ferreira, Minnie Pulitzer, Sarah Bray West and more. **THE PINNACLE** The runway marked a true homecoming—an ode to the bold color, timeless design and boundless optimism that have defined Lilly Pulitzer for generations. The Spring/Summer 2026 collection celebrates the artistry and optimism the brand has championed for 65 years, reimagining archival prints for today’s woman and signaling a vibrant new chapter in resort fashion. *BY KAILA STANG*



6/ Lauren Bender and Logan Leone 7/ The runway featured Lilly Pulitzer's Spring/Summer 2026 designs.



8/ Chanel Iman 9/ Sarah Bray, Obio Jones, Katerina Kraz and Stephanie Hill 10/ The show paid tribute to Lilly Pulitzer's legacy of color, design and optimism.

11/ Backstage moments before the show.

by KAILA STANG
photographed by NICK MELE for Lilly Pulitzer
cover photographed by GABOR JURINA for Lilly Pulitzer

SUNSHINE RETURNS TO KEY WEST

Lilly Pulitzer's iconic designs return to the island that first inspired
America's resortwear style.

Lilly Pulitzer Keon one piece and Santana skirted bottom in Cherry Blossom Pink Lil' Fleur De Lilly, available January 2026, lilypulitzer.com.





From left: Lilly Pulitzer Bernice maxi dress in Capri Blue Rosanna, available February 2026, lilypulitzer.com; Lilly Pulitzer Keenan maxi dress in Blue Rousseau Roses, available February 2026, lilypulitzer.com.



It's a scene that feels both cinematic and familiar. A seaplane appears as a shimmer of white above Key West's haute horizon before dropping into the ocean with the grace of a vintage postcard brought to life. The grand entrance echoes the iconic black-and-white photo of Lilly Pulitzer stepping off a seaplane in the 1960s, carefree, sun-kissed and joyfully unbothered by the splash of island living. This past November, history repeated itself. A model, dressed in one of the brand's revived archival prints, strutted down the Casa Marina waterwalk as aviation partner Tropic Ocean Airways' seaplane gleamed behind her, a nostalgic reminder of the arrivals that first brought Lilly Pulitzer to Key West. It's playful, nostalgic and unmistakably Key West. Because here, the destination is the true protagonist.

Key West has long been a muse—a tropical palette of sun, surf and stories lived barefoot—and it welcomed Lilly Pulitzer back for a homecoming as vibrant and storied as the island itself. The brand unveiled its spring/summer 2026 collection with a “brand homecoming” runway show at Casa Marina Key West, Curio Collection by Hilton, a multiday celebration that honored over six decades of color and creativity while returning archival prints to the island that first inspired them for the next generation. Visit Florida Keys helped anchor the weekend in a true sense of place, showcasing the island's history, culture and natural beauty for guests experiencing Key West through Pulitzer's iconic lens.

Casa Marina Key West opened on New Year's Eve in 1920 and was recently restored, providing the perfect backdrop for the runway event. Its wide lawn and swaying palms framed the oceanfront stage, opening onto the island's largest private beach, a stretch originally envisioned by Henry Flagler and reimaged by the Lilly Pulitzer creative team. The weekend also marked the debut of the resort's redesigned “Stay Like Lilly” suites, two oceanfront rooms that immerse guests in the designer's joyful world. Each suite features hand-painted art, fabrics adorned with archival prints from Lilly Pulitzer's collection and framed original artwork, creating a narrative that celebrates the brand's rich design heritage. Debuting alongside the Vintage Vault, which reintroduces the brand's revived archival designs from 1962 to 1985, Casa Marina became





From top: Lilly Pulitzer Payson dress in Capri Blue and Aria boucle shift in Capri Blue boucle, available March 2026, lillypulitzer.com; Lilly Pulitzer Solaria one piece in Cherry Blossom Pink, Keon one piece in Cherry Blossom Pink Lil' Fleur De Lilly and Aemma ruffle one piece in Pink Seersucker Stripe, lillypulitzer.com.

the first Hilton property to bring these historic prints to life through layered patterns, hand-painted art and spatial storytelling. “While designing the spaces, I used layered patterns of varying scale to tell the story of a bygone era that feels as relevant and modern as ever,” says interior designer Amanda Reynal, founder of Amanda Reynal Interiors. “We used the prints in different ways to capture the feeling of spontaneity that defines Lilly’s world. Here, fantasy feels as effortless as a sea breeze, as we conjure the magic of old Key West.” The collaboration, exclusive to Casa Marina, cemented the resort as a centerpiece of the island’s new era of style and heritage.

The celebration began the night before with an intimate dinner at The Ernest Hemingway Home & Museum. Hosted by Mariel Hemingway, Lilly Leas Ferreira and the Lilly Pulitzer brand, the evening brought together storytellers, tastemakers and brand ambassadors to reflect on the art, legacy and exuberant creativity that shaped both the Hemingway and Pulitzer worlds. The historic estate, with its lush grounds and roaming six-toed cats, served as a cultural anchor, reminding guests that Key West has long been a refuge for artists who find inspiration in the island’s eccentric charm.

The following morning, the island became a living runway. Historic Tours of America guided guests through Key West’s sun-soaked streets aboard the Conch Tour Train and Old Town Trolley, rolling past pastel homes, tropical gardens and landmarks that helped shape the island’s legacy. On the water, Danger Charters hosted a VIP sailing excursion, where influencers lounged on deck in bright resort silhouettes as sea spray drifted across archival prints like Chicken Check and Rosie’s Petals.

As the sun dipped toward the horizon, the runway show unfolded on Casa Marina’s oceanfront lawn. Archival prints, some not seen since the 1960s, fluttered in the breeze as models walked toward the water’s edge, a palette of pinks, greens and blues echoing the landscape around them. The crowd included A-listers like Stephanie Hill (@thestylebungalow), Logan Leone (@logantay), Hannah Leigh (@hannah.leigh.c), Paris Bamberg (@parisbamberg) and photographer Nick Mele (@nickmelephotography), among others. It was a true homecoming, celebrating the artistry and optimism that have defined Lilly Pulitzer for generations and signaling a vibrant new chapter for the brand. The evening eased into a sunset after-party on Casa Marina’s sand, where pink and orange skies mirrored the playful prints worn by guests as music drifted over the water and cocktails were raised under pastel umbrellas.

With a renewed commitment to culture, storytelling and hospitality, Key West is entering a new era that honors its storied past while embracing the possibilities ahead.

“At Casa Marina, our priority is creating meaningful, memorable stays for every guest who walks through our doors,” says Evelyn Summer, hotel manager of Casa Marina Key West. “Partnering with a beloved brand like Lilly Pulitzer allows us to offer an experience that feels both iconic and uniquely tied to the spirit of Key West.”

It’s a reminder that sunshine isn’t just something you find; in Key West, it’s something you create. “*Stay Like Lilly*” suites available through Nov. 15, 2026, *Casa Marina Key West, Curio Collection by Hilton, 1500 Reynolds St., Key West, hilton.com; lillypulitzer.com*

Opposite page: Lilly Pulitzer Kathy bow dress in Lil' Chicken Check, Siera dress in Cherry Blossom Pink Follow the Sun Engineer, and Aleska bandeau top and Monica skort in Lil' Chicken Check, lillypulitzer.com.



Lilly Pulitzer Engagement Report

Static Instagram Post Analytics

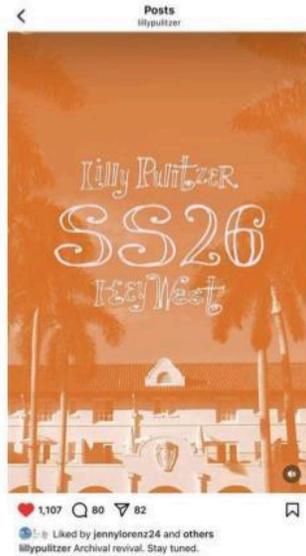
- Total **Followers** Reached: 6.4m
- Total **Likes** Recorded: 45.7k
- Total **Shares** Recorded: 2,857
- Total **Comments** Recorded: 2,169
- **Partners** Supported: 102 times

Lilly Pulitzer Instagram

@lilypulitzer | 905k followers



728 likes, 69 comments, 84 shares
Supports: Key West



1,107 likes, 80 comments, 82 shares
Supports: Key West



1,335 likes, 95 comments, 148 shares
Supports: Key West, Hemingway Home



1,524 likes, 134 comments, 213 shares
Supports: Key West, Hemingway Home



1,890 likes, 171 comments, 475 shares
Supports: Key West, Tropic Ocean Airways, Casa Marina Resort



1,276 likes, 83 comments, 246 shares
Supports: Key West, Casa Marina



1,043 likes, 58 comments, 97 shares
Liked by the_local_life_kw and others
lilypulitzer As seen last night. Runway guests in our newest collection. Available now.

1,043 likes, 58 comments, 97 shares
Supports: Key West, Casa Marina Resort



995 likes, 48 comments, 77 shares
Liked by jennylorenz24 and others
lilypulitzer Key West gimmers \$526

995 likes, 48 comments, 77 shares
Supports: Key West, Casa Marina Resort



485 likes, 23 comments, 44 shares
Liked by the_local_life_kw and others
lilypulitzer Some of our favorite people, as seen at our \$526 Herringway House kickoff dinner. Shop the link in bio for their looks.

485 likes, 23 comments, 44 shares
Supports: Key West, Hemingway Home



1,581 likes, 114 comments, 169 shares
Liked by jennylorenz24 and others
lilypulitzer The prints, the colors, the island magic... it's all here - Meet the 'Stay Like Lilly Pulitzer' Suites, a one-of-a-kind collaboration between @lilypulitzer and @casamarinaresort designed in partnership with @amandareynalinteriors

1,524 likes, 134 comments, 213 shares
Supports: Key West, Casa Marina Resort



864 likes, 63 comments, 26 shares
Liked by the_local_life_kw and others
lilypulitzer All signs point south. Come with us as we return to Key West...

864 likes, 63 comments, 26 shares
Supports: Key West



657 likes, 39 comments, 39 shares

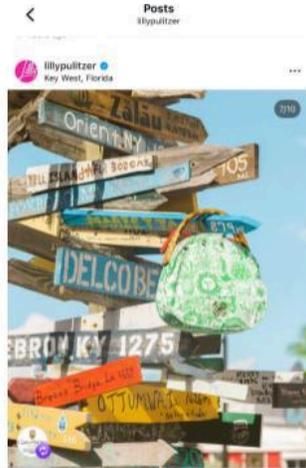
657 likes, 39 comments, 39 shares
Supports: Key West



1,393 likes, 54 comments, 16 shares, 91

1,395 likes, 54 comments, 91 shares

Supports: Key West, Casa Marina Resort



1,015 likes, 34 comments, 2 shares, 137

Liked by the_local_life_kw and others
lilypulitzer Greetings from Key West 🌴 Swipe to see our newest collection.
visitkeywest 🇺🇸

1,015 likes, 34 comments, 137 shares

Supports: Key West



403 likes, 8 comments, 4 shares, 19

Liked by casamarinaresort and others
lilypulitzer Spring has arrived! Our Vintage Vault opens wide with heritage prints, iconic color, and a little Key West magic.

403 likes, 8 comments, 19 shares

Supports: Key West



1,542 likes, 76 comments, 15 shares, 112

1,542 likes, 76 comments, 112 shares

Supports: Key West, Casa Marina Resort, Tropic Ocean Airways, Hemingway Home

2,608 likes, 94 comments, 175 shares

Supports: Key West



2,608 likes, 94 comments, 34 shares, 175

Liked by the_local_life_kw and others
lilypulitzer To kickoff SS26, we recreated this iconic scene of Lilly arriving in Key West, Florida by seaplane to the Key West Print Factory, 1963.

TOTAL STATS: 20,391 likes | 2,278 shares | 1,263 comments

[Hannah Leigh Instagram](#)

@hannah.leigh.c | 448k followers



6,433 likes, 24 comments, 33 shares
Supports: Key West, Casa Marina Resort

6,433 24 33
Liked by dive_bar_shirt_club_grub_house and others
hannah.leigh.c more pink to add to my wardrobe yay!

TOTAL STATS: 6,433 likes | 33 shares | 24 comments

[Scarlett Magana-Singh Instagram](#)

@ohmyletto | 112k followers



5,003 likes, 45 comments, 54 shares
Supports: Key West, Casa Marina Resort, Danger Charters, Hemingway Home

5,003 45 54
Liked by casamarinaresort and others
ohmyletto stepping into marriage feeling refreshed, inspired, & tan. 🍹
I got to visit Key West, Florida with @illypultizer to celebrate

TOTAL STATS: 5,003 likes | 54 shares | 45 comments

[Mariel Hemingway Instagram](#)

@marielhemingway | 116k followers



TOTAL STATS: 3,596 likes | 41 shares | 153 comments

[Chanel Iman Instagram](#)

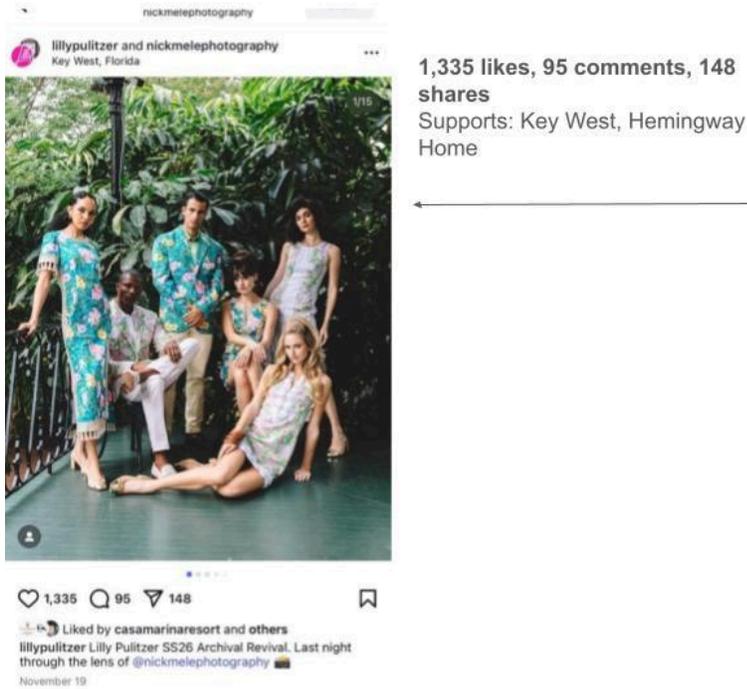
@chaneliman | 3.5m followers



TOTAL STATS: 1,680 likes | 36 shares | 39 comments

Nick Mele Instagram

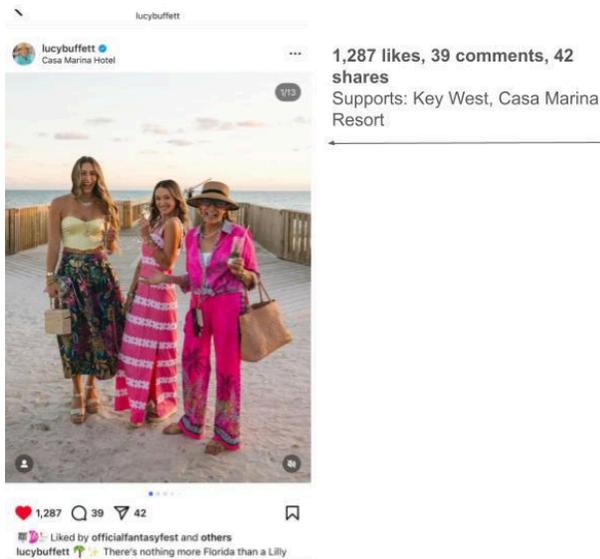
@nickmelephotography | 29.1k followers



TOTAL STATS: 1,335 likes | 148 shares | 95 comments

Lucy Buffett Instagram

@lucybuffett | 34.7k followers



TOTAL STATS: 1,287 likes | 42 shares | 39 comments

Lilly Sisto Instagram

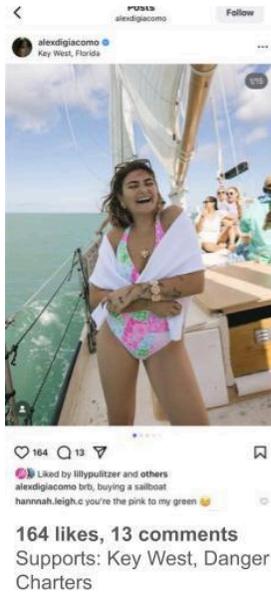
@lillysisto | 123k followers



TOTAL STATS: 1,253 likes, 46 shares, 40 comments

Alex Digiacoamo Instagram

@alexdigiacomo | 26.1k followers





237 likes, 24 comments, 18 shares
Supports: Key West, Tropic Ocean Airways, Casa Marina Resort

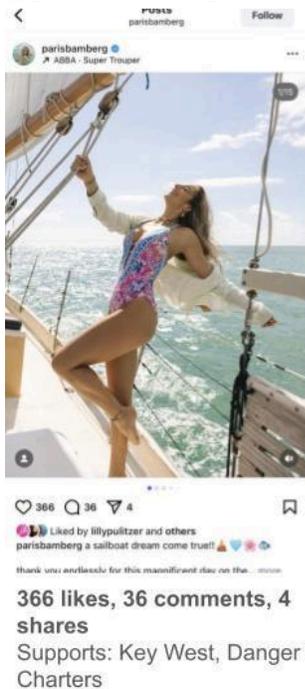
122 likes, 12 comments, 8 shares
Supports: Key West, Casa Marina Resort



TOTAL STATS: 1,051 likes | 42 shares | 104 comments

[Paris Bamberg Instagram](#)

@parisbamberg | 67.9k followers



TOTAL STATS: 812 likes | 19 shares | 67 comments

Eddie Ross Instagram

@eddieross | 74k followers



606 likes, 64 comments, 25 shares
Supports: Key West, Casa Marina Resort

TOTAL STATS: 606 likes, 25 shares, 64 comments

Elizabeth Kurpis Instagram

@elizabethkurpis | 20k followers



514 likes, 81 comments, 16 shares
Supports: Key West, Hemingway Home, Danger Charters, Casa Marina Resort

TOTAL STATS: 514 likes | 16 shares | 81 comments

Stephanie Hill Instagram

@thestylebungalow | 216k followers



429 likes, 40 comments, 19 shares

Supports: Key West, Tropic Ocean Airways, Casa Marina Resort, Danger Charters, Hemingway Home

429 40 19

Liked by lillypultzer and others

TOTAL STATS: 429 likes, 19 shares, 40 comments

Micaela Erlanger

@micaela | 143k followers



410 likes, 42 comments, 27 shares

Supports: Key West, Casa Marina Resort, Danger Charters, Hemingway Home

410 42 27

Liked by lillypultzer and others

micaela Tropical vibes, the best of friends, and iconic vintage Lilly prints! Congrats on a beautiful show and thank you for

TOTAL STATS: 410 likes | 27 shares | 42 comments

[Sarah Bray-West Instagram](#)

@sarahbraywest | 42.7k followers



86 likes, 6 comments,
Supports: Key West, Danger
Charters



108 likes, 11 comments, 2 shares
Supports: Key West, Casa Marina
Resort



141 likes, 11 comments, 20 shares
Supports: Key West

TOTAL STATS: 335 likes | 22 shares | 28 comments

[Natalie Beeson Instagram](#)

@natalie.beeson | 3,646 followers



320 likes, 24 comments, 4
shares
Supports: Key West, Casa Marina
Resort

320 likes, 24 comments, 4 shares
natalie.beeson the most memorable week @lilypulitzer
thank you @aleidgiacomo @nickmelephotography
@heatherdm @katherinelande @zlatarus @robicjr... more
November 30

TOTAL STATS: 320 likes, 4 shares, 24 comments

Alex Gobo Instagram

@alexgobo | 4,327 followers



262 likes, 21 comments, 5 shares

Supports: Key West, Casa Marina Resort, Danger Charters, Hemingway Home

TOTAL STATS: 262 likes, 5 shares, 21 comments

Additional Posts

- **Tiffany Reid:** [@tiffanyreid](#) | 46.9k followers
- **Katerina Kraz:** [@katerinakraz](#) | 171k followers
- **Christine K Schott:** [@ckschott](#) | 14.6k
- **Lindsay Silberman:** [@lindsaysilb](#) | 214k followers
- **Karis Renee:** [@karisrenee](#) | 128k followers
- **George Ledes:** [@george.ledes](#) | 15.3k followers



37

Liked by marielhemingway and others
tiffanyreid It's giving Real Housewives of Palm Beach 🌴
Such a fab evening with @lillypultizer debutino their... more



24

Liked by jennylorenz24 and others
lindsaysilb Went to Key West with @lillypultizer and somehow ended up living in a Slim Aarons photo. Celebrated



45

Liked by casamarinaresort and others
katerinakraz Leaving the island with so much joy and excitement.
This trip with @lillypultizer was filled with so much warmth,



30

karisrenee - Original audio



50

Liked by casamarinaresort and others
ckschott So happy to have shared in the debut of Lilly Pulitzer's Spring/Summer 2026 Collection in Key West, the birthplace of the brand's iconic prints. 🌸🌺🌴... more
November 19



61

karisrenee
Bobby Darin - Beyond the Sea



Like Comment 27 Save

Liked by lillypultzer and others
george.ledes Dinner with the beautiful Mariel Hemingway at the Key West home of her grandfather - the legendary Ernest Hemingway - with so many friends including Maeve

Public Relations Coverage:

- **Fashion Network (India):** [Lilly Pulitzer finds a second youth under the Florida sun](#)
- **Fashion Network (USA):** [Lilly Pulitzer finds a second youth under the Florida sun](#)
- **Forbes:** [Lilly Pulitzer Spring/Summer 2026 Collection Comes Home In Key West](#)
- **Haute Living:** [Lilly Pulitzer Returns to Key West With a Vibrant “Brand Homecoming” Runway Show for Spring/Summer 2026](#)
- **Hospitality Net:** [Casa Marina Key West, Curio Collection by Hilton](#)
- **Keys Weekly:** [LILLY PULITZER FASHION SHOW GIVES NEW MEANING TO ‘KEY WEST PINKS’](#)
- **Luxury Travel Advisor:** [Casa Marina Key West Debuts Lilly Pulitzer Suites](#)
- **Marie Claire:** [What Does a “Lilly Pulitzer Girl” Look Like? The Spring 2026 Runway Has a Refreshed Answer](#)
- **PR Newswire:** [Lilly Pulitzer Celebrates Heritage and Optimism with “Brand Homecoming” Spring/Summer 2026 Runway Show in Key West](#)
- **Southern Living:** [This Hotel's New Lilly Pulitzer Suites Are Unlike Anything You've Seen Before—And They're Right Here In The South](#)
 - Syndicated on [AOL](#) and [MSN](#)
- **Town & Country:** [Lilly Pulitzer’s Archival Prints Return to the Runway in Key West](#)
- **Travel and Tour World:** [Lilly Pulitzer-Inspired Suites Debut at Casa Marina Key West, Redefining Luxury Travel](#)
- **Travel and Tour World:** [Casa Marina Key West Unveils Exclusive Stay Like Lilly Suites in Collaboration with Lilly Pulitzer, Redefining Luxury with Oceanfront Design and Unique Experiences](#)

Women’s Wear Daily: [Lilly Pulitzer Is Hungry for the Future. Its Spring 2026 Collection, Though, Reaches Back Into the Archives](#)