

TRAVEL

## Get Ready: Montauk Is Coming to St. Barth's

BY ELISE TAYLOR

January 22, 2020



*Le Barthélemy in St. Barth's, which is partnering on a series of pop-ups with Gurney's Resort. Photo: Courtesy of Eric Martin/Le Barthélemy Hotel & Spa*

Long Island's East End, meet the French West Indies.

This winter, Gurney's Resort is setting sail for St. Barth's. Starting February 21st, the perennial Montauk hotspot will host a pop-up at Le Barthélemy, the fashionable hotel perched upon a pristine crescent-shaped beach. What does a Gurney's outpost look like, you ask? First, food: they'll be serving up lobster rolls along with

Hamptons spritzes—a refreshing combination of rosé, Giffard passionfruit, aperol, and club soda. Visitors will also receive a bag of Gurney's and Hamptons-themed merch, including hats, towels, and sunscreen.

The bigger draw, however, is the recreation of Gurney's Beach Club—the sandy scene that, in Montauk, attracts a mass of swimsuit-clad revelers every summer weekend. At Le Barthélemy, a DJ will be blasting energetic anthems at the pool. On the beach, there will be Gurney's-themed cabanas, beach balls, beach games, and towels.

But who says St. Barth's gets to have all the fun? The weekend of July 10, the two properties will do a chic changeover, with Le Barthélemy opening their own outpost at Gurney's. They'll infuse Gurney's beach with tropical-themed cabanas, serve up coconut ceviche, and hand out Hermès soaps, perfumes, and lotions (how very French of them).

If you think about it, the partnership makes a lot of sense. Haute Hamptons happenings and Montauk mania is in the same vein as St. Barth's energetic atmosphere, with its boisterous boîtes like Nikki Beach and Le Ti. And so is their clientele: See-and-be-seen travelers have long abided by the old adage: Hamptons in the summer, St. Barth's in the winter. “There's been a long-standing synergy between Montauk and St. Barth's for the luxury traveler,” notes Marc Dobbels, Managing Director at Le Barthélemy.

Now, you can have the best of both glamorous worlds—whether you're seeking an endless summer or want to live on island time.