

Palm Beach Panache

PALM BEACH, Fla. -- A playground of the ultra-rich since Henry Flager founded the town in 1911, Palm Beach beckons visitors down iconic Royal Palm Way to its secluded shores, where mansions are cloaked behind curtains of cascading bougainvillea and the ocean is never more than a few steps away. A Mediterranean-style mecca, Palm Beach plays host to renowned cultural centers and society's most glittering balls and charity events.

Residing just a few high-heeled taps away from The Brazilian Court Hotel is Worth Avenue, showcasing everything from runway fashions and estate jewelry to fine art and antiques. The East Coast answer to Rodeo Drive, Worth Avenue is as legendary for service as it is for the names of coveted designers such as Tiffany, Chanel and Hermes. Charming "vias" -- small courtyards lined with stores -- beckon shoppers to discover their treasures. Savvy fashionistas can attend private trunk shows at Saks 5th Avenue or Neiman Marcus showing off the newest season's looks. Historic walking tours of Worth Avenue are led by Palm Beach Master Historian and Storyteller, James Ponce.

Palm Beach is the perfect backdrop to showcase some of the region's most spectacular culture. From O'Keefe originals at the Norton Museum of Art to the botanical masterpieces of the Four Arts Gardens, art enthusiasts are enriched. The Palm Beach Symphony and Ballet Florida also contribute astounding performances to the culture of Palm Beach from the winter through spring seasons.

History comes to life at the Henry Flager Museum where guests can step through the threshold of Flager's home, Whitehall, built for his third wife, and into the "Gilded Age." The 55-room home established Palm Beach as the winter home for America's richest class and set the standard for the magnificent homes that grace Palm Beach's streets today. A favorite pastime of Palm Beach residents is polo, and one of the world's best stages for polo events is the International Polo Club Palm Beach. Polo season runs January through April and culminates with the prestigious U.S. Open Polo Championship.

Located in the heart of what is known as "America's Riviera" The Brazilian Court is just steps away from both the beach and Worth Avenue, showcasing some of the world's finest shopping and galleries.

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The Brazilian Court also features the award-winning Café Boulud and hosted by Parker Ladd Frederic Fekkai Salon & Spa, as well as springtime Author Breakfast Series, exclusive Jewelry Luncheons moderated by Marjorie Reed Gordon and an art gallery featuring the work of Mark Bowles.

For more information on The Brazilian Court Hotel, call (800) 552-0335, (561) 655-7740
or visit www.thebraziliancourt.com.

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