

Pretty *in* Pink

THE COLONY HOTEL'S
LUXURIOUS LEGACY

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Located in the heart of Palm Beach, The Colony Hotel, also affectionately known as ‘The Pink Paradise,’ stands as a beacon of timeless elegance and social charm.

Since its opening in 1947, The Colony has been a cherished retreat for the glitterati and the discreet. As the iconic boutique hotel continues to evolve, it remains a luxurious destination for the world’s most discerning travelers.

This glimmering destination made its debut during Palm Beach’s post-WWII construction boom and quickly received praise for its fashionable dining and live music -as well as its signature *je ne sais quoi*. The hotel’s guest roster reads like a ‘Who’s Who of The World’, with royalty, international tycoons and Hollywood greats such as Judy Garland, Lena Horne, John Lennon, Sophia Loren and Frank Sinatra, all checking in over the decades. In the 1960’s, President John F. Kennedy established a second residence on Palm Beach Island, ensuring The Colony’s success. The Duke and Duchess of Windsor also made the hotel home for a lengthy amount of time. Thus ensuring its place in history.

In 1959, S. Joseph Tankoos, Jr., the financier behind New York’s Delmonico Hotel, purchased

The Colony’s lease and steered the hotel to greatness through 1970 when he sold the lease to business partners David McConnell and Robert Wetenhall. In 1986, McConnell transferred his share to his cousin, Hays Clark, who expanded the size of the hotel in 1990. In 2001, the hotel installed a supper club featuring cabaret performances in The Colony’s Royal Room, booking huge stars and causing a sensation in Palm Beach’s social scene.

In 2014, Hays Clark’s widow, Rosamond, recruited interior designer Carleton Varney who made the bold decision to paint the hotel’s exterior pink. In 2016, the Clark descendants sold The Colony to its current owners, Andrew and Sarah Wetenhall. Andrew is the son of previous part-owner Robert Wetenhall, and is a New York investment banker who fondly remembers his childhood in the halls of the beloved Pink Paradise. In 2017, The Colony celebrated its seventieth anniversary. In celebration of this important milestone, The Wetenhall’s announced the beginning of a multi-year restoration of the grande dame of Palm Beach.

Sarah Wetenhall was the visionary behind the project and oversaw a devoted restoration and relaunch of the hotel. Wetenhall sought to create a stylish, multi-generational oasis that both preserved the property’s history and engaged visitors with a vibrant and refreshing luxury experience. She initiated major renovations, brand partnerships and carefully curated activations, evolving The Colony into an internationally recognized design-forward hotel.

There are ninety rooms and bathrooms inside the historic Colony, and each offers an adorable, distinctive (and slightly retro) aesthetic and feel. Although the guest rooms are not overly large, there’s a sumptuous, sunny accommodation to welcome all guests, from individuals to families. The interiors of the rooms and suites have been custom-decorated by Kemble Interiors in punchy shades with scalloped trim and wicker accents for that Palm Beach vibe.

In addition to the guest rooms in the main hotel, The Colony is also home to fourteen chic, multi-bedroom residences which include Villas, Bungalows and Penthouses that are exclusive and fashionable – and have been decorated, individually, for those in residence for one month (or more) for Palm Beach’s social season. Each residence boasts its own decorative scheme,



with custom accents and furniture along with its own entrance and amenities. The residences also enjoy access to a private pool available exclusively to them.

In 2023, the hotel partnered with Gwyneth Paltrow's lifestyle brand *goop* to redesign a 2,524 square foot villa. Designer Ronen Lev, in collaboration with Paltrow, drew from the romance of Parisian pied-a-terres and the vibrant colors of Palm Beach. The result is a stunning, collected mix of old world and new; an elegant, feminine sanctuary, complete with an array of *goop* beauty products for guests to enjoy.

In addition to the gorgeous accommodations, the Colony's bars and restaurants offer stunning indoor and outdoor spaces for Palm Beach's best dressed to enjoy creative cocktails and fare from sunrise to sunset - and well beyond. New York's beloved *boîte*, *Swiftly's*, serves as the poolside restaurant, offering al fresco dining in a lush garden setting. The *Pink Paradise Café* offers a European coffee experience with classic espresso drinks, pastries and light café fare in an intimate setting. While *The Living Room* serves as the hotel's cocktail bar and gathering spot for Palm Beach socialites.

The historic Colony hotel is a few feet from the sand and offers catered beach excursions complete with butler service. The Colony's Beach Butler is available to escort guests to the beach and provide the perfect beach set up with chairs, towels and umbrellas. They are also able to deliver gourmet bites in coolers outfitted with dishware, ice and napkins.

But if you just want to stay on the hotel's grounds, new in 2024 are the in-house spa services from clean-beauty brand, *Naturopathica*. Sample one of the many services, such as a *Nourish Facial* or *Lymphatic Massage* without leaving the comfort of the hotel.

After over seventy-five years in business, The Colony is not only an historic landmark, it remains a premier destination for selective nomads. It's also the perfect spot for your next *Girl's Trip*!

So, embrace the historic town of Palm Beach from the pink shores of The Colony. Because there's no place like home... Unless it's The Colony.

Experience The Colony, Palm Beach's iconic 'Pink Paradise,' where seventy five years of history and unmatched hospitality await. Book your stay now at thecolonypalmbeach.com