



Balboa Bay Resort and Lilly Pulitzer Join Forces to Kick-off Summer in Newport Beach

Waterfront resort debuts new Pool Bar and partnership with Lilly Pulitzer

Newport Beach, CA. (July 15, 2019) – Balboa Bay Resort, the premier waterfront resort in Newport Beach, California, and Lilly Pulitzer, the iconic American resort brand, have partnered to kick off summer in style. To celebrate the start of summer, the resort’s outdoor pool cabanas and daybeds will be outfitted in Lilly Pulitzer’s quintessential vibrant prints to celebrate its newly completed pool bar.

“Lilly Pulitzer’s sophisticated, yet relaxed, resort-style wear embodies Balboa Bay Resort’s coastal California lifestyle. The partnership was a natural fit and we are excited for our guests to experience all of the Lilly Pulitzer additions at our pool,” stated General Manager, Sam El-Rabaa.

Known for its hand-painted prints, chic resort and beachwear, Lilly Pulitzer has transformed Balboa Bay Resort’s pool cabanas with colorful pillows, curtain tie backs and towels from the brand. Guests and locals who book Balboa Bay Resort’s cabanas will also be welcomed with other surprise and delights from the Lilly Pulitzer collection. On July 27, guests and locals can shop Lilly Pulitzer’s on-site pop-up shop featuring items from the fashion brand’s latest collection. The Forbes four-star rated resort’s pool bar staff will also don Lilly Pulitzer uniforms featuring the vibrant watercolor coral Sink or Swim print from Lilly Pulitzer’s Summer 2019 collection. Guests visiting the pool bar can enjoy a refreshing Viva La Lilly cocktail, inspired by the Lilly Pulitzer partnership and created by Mixologist Travis Johnson.

The pool bar is a welcome addition to Balboa Bay Resort’s thriving bar program. The bar will serve a variety of refreshing summer drinks including the Lilly Pulitzer signature, Viva La Lilly, and Southern Charm. The pool bar will serve as an oasis for those who prefer fresh over salt-water activities from mid-June through mid-September.

“We received a warm welcome & so much positivity from our customers and the community with the recent opening of our new West Coast store in Newport Beach. We wanted to continue celebrating the milestone with an inspired local property that delights both residents and travelers. We design for a ‘Resort 365’ lifestyle and Balboa Bay Resort certainly embraces that spirit, with its waterfront location, sweeping views of the yacht-filled bay, and coastal-inspired menus,” said Michelle Kelly, CEO of Lilly Pulitzer.

For reservations at Balboa Bay Resort, please visit www.balboabayresort.com or call 949.645.5000. To shop the full Lilly Pulitzer collection, shop online at www.lilypulitzer.com, or visit the retail store at Fashion Island. Please enjoy the Lilly Pulitzer experience at Balboa Bay Resort responsibly.

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About Balboa Bay Resort:

Balboa Bay Resort is Newport Beach’s premier waterfront resort offering stunning bay views and sunsets over Balboa Bay’s harbor. The Forbes Four-Star, AAA Four-Diamond property features 159 recently redesigned guestrooms and suites offering casually elegant accommodations, alongside a

celebrated food and beverage program, including: two waterfront restaurants, Waterline, a seasonal water-to-table venue; A&O Kitchen+Bar, a waterfront restaurant and with an inventive bar program; Blend™, an Italian inspired coffee shop, and 24-hour room service. Wellness amenities include a fitness studio; a year-round heated swimming pool and whirlpool; pool cabanas; water sport rentals from the private dock; a full-service 10,000 square foot spa, and a Drybar salon. Wedding and group offerings include a ceremony lawn, a 150-person yacht, The Ambassador, and over 29,000 square feet of indoor and outdoor meeting space. For more information visit balboabayresort.com.

About Lilly Pulitzer

Lilly Pulitzer speaks to generations of rule-breaking, sun-followers who celebrate the spontaneous bohemian spirit of Lilly Pulitzer. The company's effortless fashions are truly born from an original. It all happened by accident, when in 1959-ish Lilly (McKim) Pulitzer—a stylish Palm Beach hostess and socialite whose husband Peter Pulitzer owned several Florida citrus groves—needed a project of her own. With Peter's produce, she opened a juice stand on Via Mizner, just off Worth Avenue in Palm Beach. Lilly Pulitzer's business was a hit, but squeezing oranges, lemons, limes, and pink grapefruit made a mess of her clothes. Realizing that she needed a juice stand uniform, Lilly asked her dressmaker to design a dress that would camouflage the stains. The result? A comfortable sleeveless shift dress made of bright, colorful printed cotton in pink, green, yellow and orange. Although her customers liked Lilly's juice, they loved her shift dresses. Soon Lilly was selling more shift dresses than juice, so she decided to stop squeezing and focus on designing and selling her "Lillys." Lilly Pulitzer became a fashion sensation and a creator of authentic American resort wear as we know it. The brand is celebrating its 60th anniversary year and continues to create authentic printed styles straight from the in-house print design studio. For more brand history and juicy stories, head to lilypulitzer.com.