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GWYNETH  
PALTROW'S  
NEW GOOP  
VILLA OFFERS  
A CHANGE OF  
PACE AT THE  
COLONY HOTEL  
IN PALM BEACH

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By Jillian Dara



# Since

launching her lifestyle platform goop 15 years ago, there are very few realms untouched by the actress and entrepreneur Gwyneth Paltrow's golden touch, who is easily her generation's doyenne of aspirational living. From expert-led articles on fashion, travel, food, and wellness to a portfolio of clean, goop Beauty products and G. label-by-goop fashions, the Paltrow-ization of our lives is in full effect to the delight of so many.

Now, the omnipresent brand further tackles the worlds of wanderlust and design, offering a physical and extended opportunity to experience the goop way of life with the newly debuted goop Villa at The Colony Hotel in Palm Beach.

"We've always dreamed of a goop residence, a place where people could immerse themselves into our world of gorgeous, meditative interiors, with luxurious clean beauty in the bathrooms and elegant, timeless fashion in the closet," shared Paltrow.

From its cozy, biophilic Brentwood store to Paltrow's mod, geometric home in Montecito, design has always been a core principle for the mogul. But the collaboration with The Colony Hotel creates an enduring experience, one "that we hope delights our community and brings new people into our expansive goop universe," said the blond mogul.

The 2,524-square-foot, two-bedroom, and two-bath villa is one of seven specially decorated villa apartments reimaged from the original Mediterranean-style Casa Manana that belonged to The Colony Hotel's founders. "Each of our villas has a different design partner in an attempt to demonstrate various interpretations of Palm Beach style through each partner's personal lens," explained Sarah Wetenhall, President

& CEO at The Colony Hotel, noting former collabs with Aerin Lauder, Mark Sikes, Serena & Lily, and Celerie Kemble.

Though previous villas have offered an interpretation of The Colony Hotel's signature colors (its exterior rosy hue is its own shade called the Colony Pink aptly) and layered patterns, Wetenhall says the goop villa, inspired by the romance of Parisian pieds-à-terre, is actually "a design evolution" for the 93-room property. "I think guests will appreciate this more mellow and soft space at the hotel," she shared on the elegant and neutral palette with outstanding features that blend the old world with the new, including paint by Farrow & Ball, monogram appliances, fixtures by Brizo, a wicker daybed and a Re-Jute Ruggable rug created in partnership with goop.

"The Paris-meets-Palm Beach interior, with its pink Boticelli marble and Fromental wallpaper, is a lesson in the serene femininity that goop is known for," added Noora Raj Brown, EVP of brand at goop.

The seeming contrasts of muted Paris versus Palm Beach's exuberance were meticulously fused by New York-based architecture and interior design group Ronen Lev. The firm was previously charged with the design direction of goop's first official store, the goop Lab in San





Francisco, and for goop MRKT's Nantucket and Palm Beach locations.

For the goop Villa at The Colony, Ronen Lev revamped the space with arched and rounded elements that symbolize fluidity and whimsicality and effortlessly guide guests from one curated element to the other. Art selected by Tappan Collective, known for spotlighting emerging contemporary artists, mixes with original works from Ryan Snow and Marleigh Culver.

The team also worked with heritage Palm Beach brands to emphasize locality. "At goop, we look at travel as an essential part of wellness;

we love discovering a new destination," said Brown. "We were moved by the Colony's historic past and vibrant present." Noteworthy accents include a hand-painted palm motif mural in the powder room by Lilly Pulitzer studio artists (the resort wear brand's roots date back to 1959 in Palm Beach) and a selection of artisanal collectibles from Atelier Vime, Pierre Augustin Rose, and Sandra Benhamou.

"We say that The Colony is more than a hotel; it is a way of life, and goop is a brand that is committed to the betterment of people's lifestyles," said Wetenhall, emphasizing the rich intersection of culture that's palpable throughout the villa and a shared ethos of both companies and their founders. "Fundamentally, goop and The Colony Hotel are female-led businesses driven by personal vision, passion, and curiosity. Both are committed to intentionality and wellness at their core while helping people live more beautiful and connected lives in an immersive, multi-generational fashion."

Checking into the goop Villa wouldn't be complete without access to the brand's award-winning beauty products and skincare, of which

favorites are stocked in the bathrooms. One of the most sought-after cult products available is the Microderm Instant Glow Exfoliator, hailed by Paltrow herself for its instantaneous results that liken a "powerful facial in a little jar," she describes, "softer, smoother and more luminous" skin.

Goop Villa perks extend to the wardrobe, too, as guests are granted special access to a goop concierge to order clothing from G. Label, which will be hanging in the closet upon arrival. "The goop Villa is a chance to fully immerse yourself into our world," reinforced Brown.

The guests will also have the chance to indulge in unique goop menu offerings at The Colony's renowned Pink Paradise Café and Swiftly's Restaurant. All while taking advantage of the complete hotel amenities, from butler service to around-town transportation, the open-air beach buggy program that provides guests with their golf cart to scoot around the property and beyond, and exclusive access to the villa pool.

"The intent of this collaboration is to continue to surprise and delight our loyal guests and expand our collection of luxurious offerings on the property," Wetenhall said. "I hope that guests will be enchanted."



SARAH WETENHALL