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- 150 A LITTLE BIT OF SEOUL** The plucky capital of South Korea is quickly claiming the spotlight as Asia's Style Central. With the help of some plugged-in denizens, LYNN YAEGER discovers the fashion-forward destinations you'll want to know in this sprawling metropolis. PHOTOGRAPHED BY MORGAN & OWENS. MAP 154. GUIDE 156

ON THE COVER Poolside at the Greenbrier resort, in White Sulphur Springs, West Virginia. Photographed by Paul Costello. Styled by Mimi Lombardo. Assistant fashion editor: Jessie Bandy. Model: Ekaterina Trifonova/Wilhelmina. Hair and makeup by Tina Echeverri/Judy Casey. Dress by Blumarine; necklace, Meredith Wendell; sunglasses, Dolce & Gabbana. **THIS PAGE** The Crystal Staircase at the Greenbrier.

THE BOLD AND THE BEAUTIFUL

With its vivid Dorothy Draper interiors and lavish antebellum air, the legendary Greenbrier resort serves as the perfect backdrop for fall's most vibrant new looks. AIMEE LEE BALL travels to West Virginia's Allegheny Mountains to learn how this classic hotel got its groove back.

PHOTOGRAPHED BY PAUL COSTELLO STYLED BY MIMI LOMBARDO



On the Greenbrier's North Parlor Porch. Coat and clutch by Milly; tights, Hue; shoes, Marc Jacobs; fedora, Albertus Swanepoel; bracelet, Rachel Leigh; ring, Jessica Ricci. Opposite: In Paradise Alley, off the main dining room. Jacket, top, and pants by Tory Burch; shoes, Fratelli Rossetti; bag, Dior. See Buyer's Guide, page 171.

THE QUEEN OF INTERIOR DESIGN FOR A LARGE PART OF THE 20TH CENTURY, DOROTHY DRAPER WAS KNOWN FOR BLOWSY FLORAL PATTERNS, BAROQUE PLASTER PEDIMENTS,

shimmering chandeliers. The Greenbrier resort, in rural West Virginia, was the improbable jewel in her crown. And in many ways, it still is.

Travelers have been drawn to this remote valley in the Allegheny Mountains for more than 200 years, seeking the curative powers of the white sulphur springs discovered by the Shawnee. The original hotel, known as the White, and its behemoth (700-room) successor welcomed Vanderbilts and Rockefellers, Dolley Madison and Davy Crockett, Jimmy Hoffa and Bing Crosby—who often arrived in private railroad cars at the depot across from the main entrance. The Duke and Duchess of Windsor danced in the ballroom; more recent royalty included Bill Gates.

When Draper was hired to redecorate after the Second World War, the resort had just finished service as a 2,000-bed military hospital. Her objective was to create a large country house catering to the comfort and pleasure of guests—a way of life she understood as the daughter of one of America's wealthiest families. She retained the distinctive wide hallways (a tradition from the hotel's earliest incarnation, when they accommodated hoop skirts) and dressed the afternoon-tea staff in uniforms that recalled 19th-century parlormaid. She used what she called “masses of beautiful color” with no fear of mixing patterns. (For the grand opening, she was said to be outraged at a gardener watering the lawn with a black hose when she had specified red.) One review of the hotel called it “Dorothy at her flaming best.”

But two years ago, with a tired reputation and drooping occupancy, the property was in Chapter 11 bankruptcy. A local billionaire named Jim Justice bought all 6,500 acres for the bargain price of \$20 million, determined to resurrect the glory days. With a new sushi bar, luxury clothing stores, and the Black Eyed Peas in

concert, the Greenbrier is gingerly embracing the 21st century.

Some changes have been controversial, including the casino dubbed “Monte Carlo meets *Gone with the Wind*.” Today, women in little black dresses are offered big black napkins in a steak house where Wagyu beef is ordered by the ounce. Guests can get a hot-stone massage at the spa, practice the *real* sport of kings with the resident falcons, or tour the Bunker, a secret Cold War-

era fallout shelter for members of Congress. Starting next summer, there will be train service from Washington, D.C. The restored 1950's Pullman cars will be met by horse-drawn carriages.

But the “Draper touch” is still in evidence, providing continuity for families who've been visiting for generations. Her protégé Carleton Varney keeps a vast inventory of her designs in circulation, and there's an upholstery shop on site that can whip out a replacement for any sofa or bed skirt that's starting to look shabby. The turquoise striped walls, black and white checkerboard floors, and “Fudge Apron” floral chintz constitute a classic meme that continues to inspire people like Meredith German, a 34-year-old designer of accessories and jewelry who grew up nearby, eating Sunday lunch in the Greenbrier dining room. “Those cabbage roses are in my blood,” says German, who now shoots irreverent “look books” for her Meredith Wendell collections at the resort—belts wrapped around fringed velvet chairs or handbags perched on

a golf cart at one of the four championship courses. “At one photo shoot, a bellman walked by a model lying on the floor and commented, ‘She must have had a rough night.’”

Surely Dorothy Draper would have approved. +



Playing croquet (sweater and skirt by Bottega Veneta; tights, Hue; shoes, Fratelli Rossetti; necklace, Pono by Joan Goodman). Opposite, clockwise from top left: On the stairs to Greenbrier Avenue, one of the hotel's shopping areas (dress by Duro Olowu; shoes, Jimmy Choo; clutch, Tiffany & Co.; earrings, Stella & Dot; bracelets, Meredith Wendell); in the Upper Lobby (dress by Giambattista Valli; tights, Hue; shoes, Fratelli Rossetti; hat, Leah C. Couture Millinery; necklace, Elva Fields; ring, Stella & Dot); in the Victorian Writing Room (dress by Chris Benz; glasses, Selima Optique; ring, Sushma Patel); in the Cameo Ballroom (dress by Michael Kors; shoes, Roger Vivier; clutch, Tiffany & Co.; bracelets, Meredith Wendell).

The Greenbrier, 300 W. Main St., White Sulphur Springs, W. Va.; 800/624-6070; greenbrier.com; doubles from \$359.



