

## HAUTE LIVING

## The Official Haute Guide To The Hamptons

Hamptons season has officially commenced. As summer 2025 beckons, the Hamptons remain the epitome of East Coast elegance, where pristine beaches, charming villages, and exclusive enclaves converge to create the ultimate seasonal escape for New Yorkers. And this season, there is *a lot* of newness to uncover. Whether you're seeking world-class dining at Sant Ambroeus, art at the Parrish Art Museum, or serene sunsets at Cooper's Beach, the *Haute Living* Hamptons guide unveils the must-visit spots, hidden gems, and insider experiences that define summer sophistication in 2025.

## WHERE TO STAY



Marram Montauk

While the Hamptons hospitality staples remain the premier destinations to stay out East, like Gurney's Montauk Resort & Seawater Spa, EHP, The Maidstone, and more, all eyes are on The Hedges Inn this summer. Located between Main Beach and Main Street, The Hedges Inn enters a new era this season under Andrew and Sarah Wetenhall, owners of The Colony Hotel Palm Beach, blending tradition with modernity to offer exceptional guest experiences, personalized service, and a welcoming atmosphere while debuting Swift's at The Hedges—the beloved New York City boîte's first Hamptons outpost.

Over in Montauk, luxury beachfront property, **Marram Montauk**, celebrates its milestone 5th season with exciting new programming, including a guest-only art gallery by acclaimed artist Sean Spellman, a marine program with Swarovski Optik, complimentary access to a Lucid Motors luxury electric vehicle for suite guests, and more.

BOOK NOW

Returning this summer—and a haute favorite—is the collaboration between the **Baccarat Hotel New York** and **The Roundtree, Amagansett**. Embark on a luxurious summer escape with the *NYC + The Hamptons: City to Beach* package, offered by Baccarat Hotel New York and The Roundtree, Amagansett, featuring two nights at each property with exclusive amenities like spa treatments, gourmet dining, and optional Flexjet Sikorsky S-76 helicopter transfers. Available from May 23 to September 1, 2025, this curated adventure blends Manhattan's vibrancy with the Hamptons' serene elegance for an unforgettable getaway.

BOOK NOW

Bridgeton is relaunching **Ruschmeyers**, Montauk's iconic 1952 summer camp turned boutique hotel, on Memorial Day Weekend 2025, transforming it into a vibrant, full-service creative enclave with refreshed guest rooms, a new signature restaurant led by Chef Jordan Heissenberger, and immersive events like a SlowFires pizza pop-up and a GOSPÊL supper club. The property, redesigned by Bridgeton Studio with Frette linens and Donald Judd-inspired furniture, blends coastal charm with soulful energy to foster connection and community.

BOOK NOW

## WHERE TO DINE & INDULGE



Mary Lou's

This season, there's a massive influx of new restaurants and lounges opening this summer; in fact, we haven't seen this many open in years. Expect to see Manhattan's major establishments, as well as Palm Beach favorites, make their way out East. Stephen E. Deckoff, whose family acquired Gosman's Dock in Montauk, has partnered with the Bagatelle Group to transform the former Gosman's Restaurant into a 274-seat indoor/outdoor **Bagatelle**. **Mary Lou's**, the lavish Palm Beach hospitality concept, is launching Mary Lou's Montauk this summer at 474 West Lake Drive in the Hamptons for dinner, dancing, and unparalleled hospitality against a breathtaking oceanfront backdrop.



Gigi's Montauk

*Photo Credit: Courtesy*

The Tusk Bar will bring its signature convivial energy and vibrant, summer-driven cocktails led by Bar Director Tristan Brunel to a special residency takeover at **Moby's** in East Hampton. Rubirosa, the iconic NYC restaurant, is launching its first-ever pop-up, Camp Rubirosa, in East Hampton this summer.





Camp Rubirosa

*Photo Credit: Courtesy*

Gigi's Montauk, opening at Gurney's Montauk Resort & Seawater Spa, will feature an upscale New American menu blending fresh local ingredients and bold global flavors in a vibrant oceanfront setting. And finally, Montauk Yacht Club's Ocean Club restaurant, led by acclaimed Chef Jarad McCarroll, will debut a new seasonal menu in its 4,500-square-foot space.



## WHERE TO SHOP



The Hamptons have, of course, burgeoned as a major shopping hub over the last several years, with legendary shopping destinations being renovated and ephemeral boutiques entering the summer scene. This summer, **Gucci Lido** returns to Gucci's East Hampton boutique, showcasing a coastal-inspired ambiance and a sophisticated summer collection of swimwear, resort wear, and exclusive accessories available only in East Hampton.



Montauk Yacht Club is also partnering with **Michael Kors** to launch the Jet Set hotel package, available from Memorial Day to Labor Day 2025, offering guests a luxury experience with a Michael Kors weekender bag, a chef's table dining at Ocean Club, a 60-minute massage, and a sunset cruise on an electric boat with crudités and rosé. Parisian brand **Sézane** will open an immersive pop-up at LDV at The Maidstone in East Hampton, running daily from June 20 to July 27, continuing its U.S. retail expansion.

**RH Outdoor East Hampton** will launch this summer on Main Street near the RH East Hampton Gallery as a standalone Outdoor Gallery showcasing exclusive designer outdoor furniture, fire tables, umbrellas, lighting, rugs, décor, and complimentary RH Interior Design services.

**Vivrelle**, the premier luxury accessories membership club, is hosting its first-ever pop-up retail location in Bridgehampton, in partnership with **FWRD**, inviting shoppers to explore, shop, and borrow coveted pieces from both iconic brands under one roof, enhanced by exciting summer collaborations with top-tier partners.

## WHERE TO UNWIND & RECHARGE



Naturopathica at Topping Rose House

Nautropahtica Spas, the immersive arm of holistic wellness, skin, and body care brand **Naturopathica**, is opening a second Hamptons spa at **Topping Rose House** in Bridgehampton, offering signature botanical treatments and access to exclusive wellness amenities. The brand honors its original East Hampton spa with a new City to Sea Membership for New Yorkers and an exclusive Heritage Facial featuring legacy products, available starting Memorial Day Weekend.

**Sisley Paris** is launching a summer-long pop-up spa at **Montauk Yacht Club** starting Memorial Day weekend 2025, offering acclaimed skincare treatments in a waterfront cabana with a serene lounge, alongside a dedicated retail space featuring best-selling plant-based skincare, makeup, and hair care products, including the Black Rose Collection, Sisleya Anti-Aging, and Phyto Rouge Lipstick.