

TRAVEL+ LEISURE

This Beloved Montauk Resort Just Got a Dolce & Gabbana Makeover for Its 100th Summer Season

Gurney's Montauk is celebrating its centennial with a fashion-forward beach club, oceanfront spa experiences, and new luxury amenities.



Dolce & Gabbana at Gurney's Montauk Resort & Seawater Spa.
Credit: Gurney's Montauk Resort & Seawater Spa

To celebrate its 100th season, Gurney's Montauk has partnered with Dolce & Gabbana for a beach club takeover this summer.

Beginning June 9 and running through Sept. 26, the collaboration brings the fashion house's Blu Mediterraneo palette to the resort's 2,000 feet of private Atlantic beachfront, alongside new Dolce & Gabbana Casa furnishings, a redesigned East Deck bar, and a seasonal boutique.

Dolce & Gabbana has partnered with other exceptional summer properties, including [Grand-Hôtel du Cap-Ferrat](#), [A Four Seasons Hotel](#), in France, and San Domenico Palace, Taormina, [A Four Seasons Hotel](#), in Italy. Gurney's brings the concept stateside, translating the brand's distinctly European resort aesthetic to the [Hamptons](#).



The D&G beach club.

Credit: Gurney's Montauk Resort & Seawater Spa

1 of 4

A spokesperson for the Italian fashion house said it was drawn to Gurney's "unique balance of understated luxury, natural beauty, and cultural relevance," noting that the property "feels intimate and authentic—which aligns closely with the way Dolce & Gabbana approaches hospitality."

Michael Nenner, president of Gurney's Resorts, echoed that sentiment. "Our role is to bring world-class partners to Montauk in a way that enhances rather than overwrites what makes this place magnetic," he said. "What we've found is that guests who've been coming for decades and those discovering us for the first time through a fashion lens want the same thing: the real Montauk experience, elevated."

"Today's luxury traveler doesn't simply want to check in—they want to check into an experience," Nenner added. "The D&G beach club creates a social atmosphere with real energy and intention. Guests respond to that immediately, and they return because it feels like a place, not a product."

The beach club's loungers, umbrellas, and cabanas are enveloped in Dolce & Gabbana's signature blue-and-white palette, bringing a touch of the Italian Riviera to Montauk's Atlantic beachfront.



Interior of the Dolce & Gabbana shop.

Credit: Gurney's Montauk Resort & Seawater Spa

Dolce & Gabbana Casa furnishings, including custom cabanas and daybed loungers designed specifically for the beach area, further elevate the experience. A pop-up boutique offers a curated edit of ready-to-wear pieces and beach accessories.

The newly reimagined East Deck opens this season as a dedicated beachside bar. “We wanted to create a space where you never want to leave,” Nenner said. “The East Deck and Fire Pit are designed to feel open and alive—the kind of place where an afternoon drink naturally becomes a golden-hour ritual.”

The takeover is the centerpiece of Gurney’s centennial offerings. From June 15 through Sept. 11, the resort’s recently renovated 30,000-square-foot Seawater Spa is partnering with La Prairie, the luxury skincare brand, for ocean-view facials and body treatments rooted in Swiss cellular science.

An expanded summer fitness series, including Pilates, HIIT, yoga, and more, runs from Memorial Day through Labor Day, with partners including Peptide Evolv and Spiritual Gangster.

Meanwhile, Gigi’s Montauk returns as the resort’s signature oceanfront restaurant—one of the Hamptons’ most coveted reservations, alongside the glossy decks of Le Bilboquet and Si Si.

“Turning 100 is a moment that demands you honor your legacy while building toward the next century,” Nenner said. “These partnerships signal our intention to be a destination where culture, design, and nature converge at the very highest level.”

[Gurney's Montauk Resort & Seawater Spa](#), 290 Old Montauk Highway, Montauk, N.Y.