

Lilly Pulitzer fashion shoot in Bermuda

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The Hamilton Princess & Beach Club is to be the backdrop for a fashion shoot for US clothing brand Lilly Pulitzer.

A spokeswoman for the hotel said its infinity pool and Southampton beach club will feature in the fashion brand's next shoot — its first in Bermuda.

The images will be highlighted on LillyPulitzer.com and the upcoming Lilly Pulitzer catalogue.

The two brands will also partner for a VIP sweepstakes, offering winners a four-night stay at the Hamilton hotel and a \$1,000 Lilly Pulitzer shopping spree. A behind-the-scenes video will also be shared on the brand's website and on YouTube.

A Hamilton Princess spokeswoman added that the hotel's pink exterior, combined with Bermuda's pastel homes and turquoise water made the island a natural location for the beach-themed printed collection.

The resort wear brand features hand-painted prints inspired by coastal locations like Bermuda.