

## The Royal Poinciana Plaza Unveils Sustainability Initiatives

*The iconic lifestyle destination and its retailers are rolling out eco-conscious plans this season.*



*Photo by Nickolas Sargent Photography.*

On top of being an iconic lifestyle destination, epicurean paradise, and retail mecca, [The Royal Poinciana Plaza](#), Palm Beach’s ever-iconic outpost, will soon tack on “environmentally responsible” to its extensive repertoire. In conjunction with the fiftieth anniversary of Earth Day on April 22, the plaza revealed a property-wide environmental consciousness initiative that will include a new recycling program, partnerships with eco-friendly vendors, and perpetuating the Town of Palm Beach’s plastic straw and stirrers ban in partnership with Loggerhead Marinelifelife Center.

“As a waterfront community, sustainability is essential, and we knew our tenants would be as passionate as we are” says The Royal Poinciana Plaza Interim General Manager and Senior Director of Development, Alexandra Patterson. “From numerous tenants participating on their own, property-wide recycling measures, to organic-only vendors including pest control and landscaping, to ensuring that our green space is eco-friendly for generations to enjoy, we’re completely committed to doing our part and couldn’t be more excited to have so many of our businesses participate in this effort.”



*Nickolas Sargent Photography.*

The eco-conscious initiatives extend to the plaza’s tenants. Although they remain temporarily closed or operating under modified hours due to the COVID-19 pandemic, the shops and restaurants have begun to unveil their sustainability initiatives:

- [100% Capri](#) is eco-friendly to the core. The 100% Capri Foundation is working to donate one million bottles of drinking water in 2020. More information on the brand's foundation can be found [here](#).
- [Alice + Olivia](#) launched a #MaskTogether initiative in response to the pandemic, with excess fabric being transformed into face masks for purchase. Each mask sold translates into a mask donated to the medical community. Alice + Olivia also uses reusable shopping bags and encourages employees to use reusable water bottles by installing a water tank on-site at their store.
- [Bognar & Piccolini](#) has reusable face masks made from excess fabric available for sale on their website and are available for curbside pickup at their store.
- [Celis Produce](#) is a plastic-free company by using bio-degradable straws, cups, and to-go containers, as well as kraft paper carry-out bags.
- [Cremieux](#) launched their new label, Cremieux Naturel, which only uses un-dyed and recycled fabrics.
- [Everything But Water's](#) [Water is Everything](#) initiative donates proceeds from special items to organizations dedicated to solving our ecosystem's issues, like the 5 Gyres Institute. Everything But Water has also launched MaxSwim, a collection of sustainable bikinis, with 25 percent of the proceeds going to 5 Gyres. Everything But Water is also currently selling reusable masks on their website.
- [Gavlak Gallery](#) has introduced new online Viewing Rooms for the Palm Beach and Los Angeles exhibitions giving viewers access to their current exhibitions without having to travel or waste materials for installation.
- [LoveShackFancy](#) has been making handmade mixed print masks made from excess fabric. For every mask purchased, LoveShackFancy will donate one to someone in need.
- [Roller Rabbit](#) promotes sustainability by using recycled paper shopping bags.
- [Sant Ambroeus](#) uses compostable straws, specialty cocktail stirrers, and bamboo bowls. The Palm Beach location also uses cardboard pizza boxes when possible.
- [Serenella](#) reuses and recycles all shipping boxes, hangers, and plastic bags and sells eco-friendly home goods and skincare products. The store's lights and thermostat are also set on a daily timer for energy efficiency.
- [Squeeze Pilates](#) uses reusable towels in an effort to be more sustainable.
- [Stoney Clover Lane](#) offers an environmentally friendly shipping option that eliminates unnecessary paper and packaging.
- [The Grand Tour by Caroline Rafferty](#) promotes sustainability by selling reusable straws and encouraging visitors to shop vintage.
- [Theory](#) promotes sustainability through Theory for Good, a blueprint for the brand's future and a platform that houses its commitment to making a positive impact on its customers, the fashion industry, and the planet. Eco-friendly and ethically-sourced fabrics like Good Wool, Good Linen and Good Cotton make up the core of their business.
- [Zadig & Voltaire](#) recycles company-wide and launched eco-cashmere from recycled materials.