

Glory Days Are Here Again

The once-scruffy Jersey beach town of Asbury Park is ready for its next act. **BY NORA WALSH**

The sun is shining again on Asbury Park, the seaside enclave made famous by the Bard of New Jersey, Bruce Springsteen. I grew up nearby, and the memories of my youth are marked by its gritty streets and underground venues, then a stomping ground for mostly locals. In recent years, the city's historic music haunts and iconic boardwalk have gotten a much-needed sprucing up, and now attract visitors from far beyond the tristate area. Hip bars and first-rate restaurants, along with hotels like the three-year-old Asbury and the just-opened Asbury Ocean Club, are transforming this town from a summer getaway into a year-round destination. Here are six can't-miss spots in Jersey's most dynamic music town.



1. Situated in a gleaming 17-story beachfront tower, the hotel at **ASBURY OCEAN CLUB** is luxe but laid-back, with 54 loft-style guest rooms and glossy communal spaces overlooking a pool deck and the ocean. asburyoceanclub.com; doubles from \$375.

2. Beloved bowling alley **ASBURY LANES**, reborn in 2004 as a music club, has gotten a third life, with six refinished lanes, a retro diner, and an upgraded stage with shows curated by New York City-based promoters the Bowery Presents. asburylanes.com.

3. DANNY CLINCH TRANSPARENT GALLERY is an immersive art and music venue selling large-format prints, T-shirts, and books of rock portraits by the music photographer and Jersey native, along with Midcentury Modern furniture and a diverse collection

of vinyl records. fb.com/dannyclinchtransparent.

4. Airy boutique **PATRIÆ** offers vintage objects and home goods, along with clothing made from sustainable materials. Stock up on owner Barbara Pisch's tote bags and pillows, all handmade from hemp and linen sourced on her trips to Eastern Europe. patriaestudio.com.

5. PASCAL & SABINE nods to the brasseries of France with its candlelit leather banquettes, marble bar, and menu of classic dishes like coq au vin and pan-roasted sole meunière. pascalandsabine.com; entrées \$17–\$65.

6. Sample the aptly named Perfect Gin and Tonic at **ASBURY PARK DISTILLING CO.**, a sleek tasting room that makes artisanal spirits and bitters on site. apdistilling.com.

FROM TOP: BARRY WINIKER/STOCKBYTE/GETTY IMAGES; NIKOLAS KOENIG (2). ILLUSTRATION BY MAY PARSEY



JUST BACK FROM

Design-Centric Destinations

The travel experts T+L consults with are constantly on the go, researching new experiences to offer their clients. We asked three to tell us about their latest and greatest overseas shopping trip. **BY MADELINE BILIS**

"Jewelry shopping in **Jaipur** was hyper-stimulating. When people describe India as a kaleidoscope of color, this is what they mean. These jewel shops, like the Gem Palace (above), Gem Plaza, and Gyan Jewels, are just so visually ornate." — Julia B. Pirrung, Jetset World Travel (julia@jetsetworldtravel.com; 312-574-1181)

"I surprised my mother with a long weekend in **Paris** for her 70th birthday. We visited École Lesage, a school of couture embroidery where artisans learn the beadwork and featherwork they'll later do for brands like Chanel, as well as haute couture designer Jeanne Lanvin's historic offices." — Barkley Hickox, Local Foreigner (barkley.hickox@localforeigner.com; 646-455-3101)

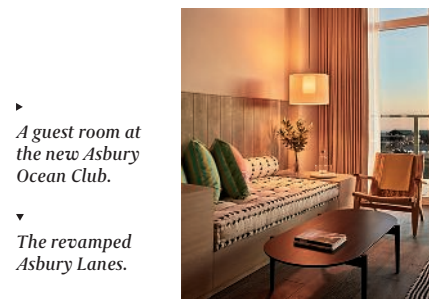
"I planned a girls' trip to Morocco, and we had an incredible time in **Marrakesh**. There are bright fabrics and beautiful tiles everywhere you look. The best things to shop for at the markets are leather goods and home furnishings. For rugs, head to Galerie Talsint, and for caftans, go to Maison du Kaftan Marocain." — Kendra Thornton, Royal Travel & Tours (kthornton@royaltravel.com; 815-217-0608)



Next-Gen Hotel Swag

It's no longer enough for a hotel to slap its logo on a ball cap, a luggage tag, or—perish the thought!—an ashtray. These days, properties are giving the resort souvenir fresh appeal, stocking their gift shops and online stores with high-style collaborations that reflect a sense of place. Early this year, Christian Louboutin teamed up with **Royal Mansour Marrakech** (royalmansour.com; doubles from \$1,000) to create babouche slippers (from \$558) that echo the property's Moorish details. Jewelry designer Mercedes Salazar has launched a line of colorful earrings and embroidered bangles inspired by the **Luxury Collection's** Mexican properties

(from \$150; luxurycollectionstore.com). Tuscany's **Hotel Il Pellicano** (hotelilpellicano.com; doubles from \$777) has partnered with Birkenstock for Il Dolce Far Niente, a collection of sandals (from \$110) that radiate the seaside resort's signature sprezzatura. And **Belmond Hotel Cipriani** (belmond.com; doubles from \$1,519), in Venice, debuted bags (from \$1,345) created with Dellaluna, a local leather atelier that works with some of the world's best-known fashion houses. In forging these partnerships, hotels are bidding to be more than mere hospitality companies—they're trying to make themselves full-fledged lifestyle brands. — **L.H.B.**



A guest room at the new Asbury Ocean Club.

The revamped Asbury Lanes.



Royal Mansour Marrakech collaborated with Christian Louboutin in a collection of babouches.

Belmond Hotel Cipriani, in Venice, created a line of bags in conjunction with Dellaluna.