



travel



Happy Chic hits The Tides Beach Club.

MAINE

The Tides Beach Club

From the hoteliers who brought the first signs of chic to Kennebunkport in 2008, the owners of the luxury cottage enclave Hidden Pond will reopen the famed Tides Beach Club on Goose Rocks Beach by Memorial Day weekend, 2011. The hotel, originally built in 1899, has received a massive overhaul, inspired by the Happy Chic designs of Jonathan Adler. The designer's signature color pops and whimsy flash throughout the space, but turn to the Ocean and Sea suites for true homages to Adler. Each is entirely composed of pieces from his Boston boutique, including Adler-designed wallpaper, textiles, throw pillows, rugs and accessories. The inn's other 19 rooms are chockablock with amenities that elevate the beachfront experience to that of an exclusive hideaway as well. Guests also have access to Hidden Pond, which has added the new restaurant Earth and the Tree House spa this season. For those content to stay oceanside at The Tides, complimentary breakfast and bikes are on offer, while Sundays bring a New England oyster and Champagne toast. \$225-\$725 nightly, tidesbeachclubmaine.com