**NEWS RELEASE** March 27, 2023

**ROSEWOOD BERMUDA APPOINTS SARAH BRAY-WEST AS ROSEWOOD PLACEMAKER**

*The Bermuda-based sun hat designer invites guests to immerse themselves in the island’s style and culture through highly curated experiential programming*

Rosewood Bermuda is pleased to introduce Sarah Bray-West, Bermuda-based designer and founder of sustainable sun hat collection, Sarah Bray Bermuda, as the resort’s Rosewood PlaceMaker. Emblematic of Rosewood’s guiding *A Sense of Place®* philosophy, wherein each property is designed to immerse guests in the destination, Sarah has been tapped to help guests harness local culture through bespoke and exclusive lifestyle experiences centered around fashion, design and entertaining.

“Sarah embraces the island’s vibrant style and culture, and it’s reflected through her focus on sustainable designs and commitment to the local community,” said Andrew Archibald, managing director of Rosewood Bermuda. “We are thrilled for this opportunity to work hand-in-hand with Sarah to create unique moments for our guests to discover what makes Bermuda so special.”

As Rosewood Bermuda’s PlaceMaker, Sarah has created a local’s guide of must-see “off-the-beaten-path” locations for visitors to explore. Highlights include Leslie’s Desserts in Victoria Park, Hamilton, which serves a sweet selection of confections; Tuck Shop, half bakery, half general store with a collection of everything from delectable pastries to specialty sundries from all over the globe to block-print sundresses; the 90-year-old Lili Bermuda Perfumery, located within a historic 18th century building surrounded by a garden courtyard where fruits, flowers and other aromatics are picked for inspiration; and artistic enclave ReStore: Habitat for Humanity Bermuda, a curated gallery that offers a collection of local art and antiques to excite the seasoned treasure hunter. The full itinerary of 10 locations can be found on Rosewood Bermuda’s website: <https://www.rosewoodhotels.com/en/bermuda/placemakers/sarah-bray>.

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Bookable experiences curated by Sarah Bray-West for guests of Rosewood Bermuda include:

* **Hatter’s Tea Party & Trunk Show:** Sarah will kick off her “Hatter’s” tea parties on May 13, 2023, showcasing her bespoke line of biodegradable Sarah Bray Bermuda sun hats woven from sea grass and palm leaf with vintage floral ribbons. A customized experience, participants are able to choose their hat style and personalize their ribbon selection.
* **Bermuda Tablescape Series:** Over an intimate dinner in the chef’s garden at Island Brasserie, the evening will feature a beautiful tablescape personally curated by Sarah Bray using a bespoke set of antique and vintage wares she discovered on Bermuda. Sarah will discuss sustainability as a way to bring new life to antiques and show guests how to create unique settings for gathering from afternoon teas to meals with friends or family to picnics in the outdoors.

"It's an honor to work with Bermuda's most revered resort,” said Sarah Bray-West. “My sun hats are inspired by Bermuda's uniquely organic, isolated beauty. Rosewood Bermuda’s lush mid-Atlantic gardens are an inspiration for my accessories made from organic island materials, like seagrass, bamboo and palm leaf."

In April 2023, Sarah will debut a selection of Sarah Bray Bermuda hats in Rosewood Bermuda’s boutique. This will kick off a summer of exclusive PlaceMaker programming and events helmed by Sarah Bray-West.

Set on more than 240 scenic acres, overlooking both Harrington Sound and Castle Harbour, Rosewood Bermuda combines the elegance of the destination’s colonial English heritage with the vibrancy of its native culture for a unique and authentic Bermudian experience. The luxury waterfront property boasts 88 rooms and suites and offers some of the most exceptional amenities on the island including, exclusive access to the island’s largest private pink-sand beach, innovative dining outlets, the luxurious Sense®, A Rosewood Spa and the award-winning Tucker’s Point Golf Club.

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About Rosewood Bermuda

Rosewood Bermuda is a renowned residential and resort community with breath-taking vistas of Castle Harbour, Harrington Sound and the Atlantic Ocean. Opened in 2009 as Rosewood Tucker’s Point, the property is one of Bermuda’s premier luxury resorts and was the island’s first-ever property to offer private residence club in addition to whole ownership homes. Rosewood Bermuda reopened in April 2018 following a comprehensive renovation that included a complete refresh of the resort’s guestrooms, new and elevated food and beverage outlets, expanded meeting spaces, and enhancements to Sense®, A Rosewood Spa, the Beach Club and the Golf Clubhouse. Upon reopening, the landmark property debuted to offer guests, homeowners and members new opportunities to relax, unwind and immerse themselves in the local culture.

Visit <https://www.rosewoodhotels.com/en/bermuda> for additional information or follow the latest news through the hotel’s social media channels on [Twitter](https://twitter.com/rosewoodbermuda) & [Instagram @RosewoodBermuda](https://www.instagram.com/rosewoodbermuda) or on [facebook.com/rosewoodbermuda](https://www.facebook.com/rwbermuda/).

About Rosewood Hotels & Resorts

Rosewood Hotels & Resorts® manages a global collection of 30 one-of-a-kind luxury hotels, resorts and residences in 18 countries. Each Rosewood property embraces the brand’s A Sense of Place® philosophy to reflect the individual location’s history, culture and sensibilities. The Rosewood collection includes some of the world’s most legendary hotels and resorts, including The Carlyle, A Rosewood Hotel in New York, Rosewood Mansion on Turtle Creek in Dallas and Hôtel de Crillon, A Rosewood Hotel in Paris, as well as new classics such as Rosewood Hong Kong and Rosewood São Paulo. For those who wish to stay a little longer, Rosewood Residences offer a distinct opportunity for the ownership or rental of properties co-located with a Rosewood hotel or resort and of standalone for-sale residences. Rosewood Residences are defined by the brand’s commitment to Enriched Living through thoughtful details and experiences that enhance the quality of life while evoking a sense of discovery and inspiration.

 For more information, please visit [rosewoodhotels.com](http://www.rosewoodhotels.com/)

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About Sarah Bray Bermuda

Sarah Bray Bermuda is a resort-wear label that strives to make beautiful products with antique, biodegradable, recycled, and organic materials. Before moving to Bermuda and starting her slow-fashion brand, Sarah Bray-West was an editor at *Town & Country*, *ELLE Decor*, *House Beautiful*, and *Veranda*.

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