

GURNEY'S QUARTERLY

Spring's First 'Bloom'

By Dina Fierro

As summertime approaches in the Hamptons, our attention instinctively turns to lighter, fresher, cleaner fragrances. Thankfully, S&G Hampton Sun, the luxury sun and skin care product company founded in 2005 by Salvatore Piazzolla and Grant Willey, recently released the brand's first signature fragrance, Privet Bloom. Developed in partnership with Ungerer & Company, Privet Bloom features top notes of lemon verbena and bergamot, blended with white hyacinth petals and enriched with the crisp aroma of sea grass and fresh cucumber, effortlessly capturing the essence of Hamptons life.

Partners Piazzolla and Willey reside in both Manhattan and the Hamptons. "With our first foray into the fragrance arena, we wanted to develop a unique scent that spoke to our core inspiration, our home—the gorgeous beaches of Eastern Long Island," said Salvatore Piazzolla, President and Co-Owner of Hampton Sun. "In Privet Bloom, we feel that we were able to capture both the essence and the energy of Long Island's East End. The fragrance is clean, fresh and sophisticated, just like the quintessential Hamptons woman." Named for the privet hedges synonymous with the Hamptons, Privet Bloom features the unmistakable aroma of privet hedges in bloom wrapped in a bouquet of delicate white flowers including muguet, jasmine, linden blossom, gardenia, orange blossom and dune rose on a backdrop of driftwood and

sun-warmed musk. The result is a delicate scent that captures the purity and elegance of summers in the Hamptons. The fragrance is also featured prominently in several other Hampton Sun products, including the Pearl and Bronze Shimmer Cooling Sprays.

Mirroring the casual elegance of its fragrance is the Privet Bloom bottle design created by renowned packaging company, Pochet of America. The classic and clean

lines reflect light and the cool green shades are both relaxing and invigorating, painting a pretty picture on your vanity.



Other products in the Hampton Sun line include tanning oils, gels, and lotions in a variety of SPF's, after-sun moisturizers, cooling shimmer sprays,

sunless tanner and an essential everyday super-hydration face moisturizer. The line has been featured prominently in publications like W, Hamptons, O, the Oprah Magazine, Elle and Town & Country. Hampton Sun products are also used in signature treatments in many top-tier spas nationwide. Celebrity fans of the line include Sarah Jessica Parker, Renee Zellweger, Kelly Ripa, Martha Stewart and Kim Cattrall.

Hampton Sun's signature fragrance and sun care products are available at Gurney's. The fragrance retails for \$49.50 to \$65.00. Be sure to watch for Salvatore on the American Dreams® Show this summer.



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