

OCEAN DRIVE

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WILD PALMS

The people who make Palm Beach

KIM & CARL BOLUFÉ

Bringing a Touch of Hollywood to Palm Beach

Kim and Carl Bolufé give Palm Beach a tiny taste of West Hollywood's glamorous Robertson Boulevard. The couple's popular chain of men's and women's multilabel designer boutiques—with outposts in Boca Raton's Mizner Park and Town Center mall and West Palm Beach's CityPlace—sells cutting-edge casual wear to tuned-in locals and A-list snowbirds. When they're in town, members of Aerosmith and INXS, the Wayans brothers, Tommy Lee, Paula Abdul, and David Copperfield all make regular stops for the sexiest skinny jeans by J-Brand, Paige Premium Denim and Siwy, free-flowing tunics by Alice & Trixie and Kablan, studded belts by Leatherock, and shimmering tanks by Bejeweled. "We sell the kinds of pieces celebs wear during their 'chill' time, when they're out to lunch, dinner or cocktails," Kim says.

Kim was born in Hong Kong and raised in New York, where her mother managed a fashion house and exposed her to "the entire process—from the pattern making, the cutting of the fabric, and the sewing to the finished garment and seeing the end product in all the magazines and on television." When she was 20, she spent \$259 on semiprecious stones and made a booming business out of sewing them onto clothing and purses. During a college fashion show, Kim met her future husband, Carl, who had been hired as a model. They married, began working together and relocated their company to Boca Raton in 1986. Eight years later, they opened their first store, selling custom-made, luxury leather jackets; it evolved into a boutique selling a selection of high-end lines of fashion-forward denim, tops and accessories for chic men and women to wear "when they're not walking the red carpet."

Carl, 46, works behind the scenes, while 45-year-old Kim is on the front lines. "I hear and see what the customer wears and feels," she says. "When shoppers are looking for help, I'm able to just look at them and *know*—what size, what style and how to put an entire outfit together. It's not just buying clothes—it's the music they hear when they walk in, the wine, the modern décor, the advice, the new merchandise, the entire experience."

—Suzy Buckley



PHOTOGRAPH BY MICHAEL PRICE

JUST THE FACTS—Kim Bolufé

Favorite holiday: "Chinese New Year."

Biggest turn-on: "Quiet confidence and remembering one's roots."

If you weren't in the clothing business, you'd be: "A celebrity fashion stylist for a popular television network."

Favorite hobby: "I love to cook for my big family and friends."

Languages: "Chinese and English."

Astrological sign: "Scorpio—a loyal, relentless survivor."

Recurring labels in your closet: "Roberto Cavalli boots, Dior handbags and Jimmy Choo sandals."

Carl Bolufé

Best way to spend a Sunday afternoon: "Riding my custom chopper."

Biggest turnoff in people: "Arrogance."

Pets: "A four-year-old Chinese Crested dog named Emperor—he looks like a miniature pony."

Languages: "Spanish and English."

Personal style: "Depends on my mood—sometimes rocker and sometimes metro."

Dream car: "Bugatti Veyron."

Recurring labels in your closet: "True Religion jeans, Chrome Heart belts and Gucci shoes."