

AMERICA'S FAVORITE CITIES: THIS YEAR'S WINNERS

# TRAVEL + LEISURE

THE STYLE & CULTURE ISSUE

OCTOBER 2008

**25** emerging  
\* destinations  
where the dollar  
still goes far



**BOOK NOW!**

**20 GREAT  
WINTER  
GETAWAY  
DEALS**

the style & culture issue



## Cover Story

### 204 Emerging Destinations

From Mexico to the Mediterranean, T+L spotlights five of our favorite up-and-coming seaside retreats (plus 20 more) where the dollar still goes far—and authentic experiences are well within reach.

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> 204 Stone Island, near Mazatlán.

**COVER** The beach by Valentino's nightclub, in Mazatlán. Photographed by Cedric Angeles. Styled by Mimi Lombardo. Hair and makeup by Elsa Canedo/Utopia. Associate fashion editor: Catherine Crate. Model: Yaya/One Management. Dress by Gucci. This page: Swimsuit by Stella McCartney. See Buyer's Guide, page 264.

# 25 EMERGING DESTINATIONS

**From Mexico to the Mediterranean, T+L spotlights five of our favorite up-and-coming seaside retreats (plus 20 more), where the dollar still goes far—and authentic experiences are well within reach. Read on for our top picks from around the globe.**

**STYLED BY MIMI LOMBARDO**

A photograph of a man sitting at a table and a woman standing against a red wall in Mazatlán, Mexico. The man is wearing a light-colored short-sleeved shirt and khaki pants, sitting on a black metal chair at a small round table with a white cup and saucer. The woman is wearing a white dress with a brown and gold floral pattern, sunglasses, and sandals, holding a drink with a straw. A large, patterned bag is on the ground next to her. The background is a red wall with a white decorative element and a black metal fence. A bird is perched on the top left corner of the wall.

On Calle  
Carnaval, in  
Mexico's Pacific  
Coast town  
of Mazatlán.  
Dress by Gucci;  
sandals, K  
Jacques St.  
Tropez; bag,  
Louis Vuitton;  
sunglasses,  
Oliver Peoples.  
Opposite: An  
ocean view from  
the pool deck  
at the Casa  
Lucía hotel, in  
Mazatlán's  
Old Town.  
See Buyer's  
Guide, page 264.



Along Playa Olas Altas, in Mazatlán's Old Town. Dress by Carlot Miele. Clockwise from top right: The courtyard at Melville Suites; alfresco dining in Old Town; on Avenida Constitución, in Old Town. Skirt by Roberto Cavalli; top, Theory; bag, Badgley Mischka; necklace, Wendy Mink. The lobby of Casa Lucila; El Clavadista, a popular cliff-driving spot; outside the Teatro Ángela Peraltó, in Old Town; a guest room at Melville Suites; on Stone Island, near Mazatlán. Swimsuit by Stella McCartney.



# MEXICO

## MAZATLÁN

**WHY GO NOW** During the late 19th century, the Pacific Coast town of Mazatlán was a playground for vacationing members of the German, French, and Mexican aristocracy, who took up residence in the Centro Histórico, or Old Town. Its reputation as an elite hot spot continued through the early 20th century. But in the 60's, the city—just a three-hour flight from L.A.—became a popular port for cruise ships. Soon after, southern California-style strip malls and Señor Frog's restaurants sprouted up along the Zona Dorada, a 12-mile stretch of beach 15 minutes north of the Centro Histórico. And the Neoclassical mansions with 16-foot ceilings and wrought-iron balconies—remnants of Mazatlán's heyday—were abandoned and all but forgotten. Until now, that is.

**THE DETAILS** The 282 acres that make up the Old Town are experiencing a renaissance, with stylish cafés, boutiques, and hotels opening on seemingly every corner. Local Alfredo Gómez Rubio jump-started the revitalization in 1997 with **Pedro y Lola** (*Avda. Constitución and Carnaval; 52-669/982-2589; dinner for two \$40*), a Nuevo Mexicano restaurant named after Mexican actor Pedro Infante and *ranchera* singer Lola Beltrán. Housed in a 130-year-old Neoclassical building, the former social club, which hosted prominent dance performances in the 1800's, serves regional dishes such as *moleajete* (chunks of *arrachera* beef with grilled nopales, onions, and fresh *panela* cheese) in a wood-beamed dining room.

Soon after, artists Miguel Ruíz and his Belgian wife, Helene van der Heiden, opened **Casa Etnika** (*50 Calle Sexto Osona; 52-669/136-0139; casaetnika.com.mx*), an art gallery and crafts shop. Inside, Michoacán silver necklaces hang alongside colorful paintings by local residents. More galleries followed, as did a complete overhaul of the nearby 1874 **Teatro Ángela Peralta** (*1024 Avda. Constitución; 52-669/982-4416; teatroangela-peralta.com*), an 841-seat Italian Renaissance-style theater with an open-air lobby and triple-tiered balconies—all of which helped put the area back on Mexico's cultural map.

In 2007, Conchita Valades de Boccard created **Casa Lucila** (*16 Calle Olas Altas; 52-669/982-1100; casalucila.com; doubles from \$185*), Old Town's first seaside boutique hotel, built on the site of a 1940's nightclub frequented by John Wayne and Ernest Hemingway. Overlooking Olas Altas beach, the eight contemporary rooms are outfitted with custom-made mahogany doors, Italian ceramic-tiled floors, and local wood furniture. Around the corner, **Melville Suites** (*99 Avda. Constitución; 52-669/982-8474; themelville.com; doubles from \$78*) is more traditional: it's a 19th-century former nunnery converted into 20 large suites that are brimming with hand-carved armoires and Mexican antiques.

Jaime Flores was a manager at Denver's historic Broker Restaurant for 10 years before returning home last January to help open **El Santo y La Panga** (*1505 Niñas Héreas; 52-669/985-4124; dinner for two \$78*), Old Town's newest addition. The pint-size seafood joint packs in locals nightly, who come for tuna tostadas with chipotle mayonnaise and avocado. "Mazatlán has turned a corner from what it was 40 years ago," says Flores. "It's an exciting time to be here." —JEFF SPURRIER



THIS SPREAD PHOTOGRAPHED BY CEDRIC ANGLES; HAIR & MAKEUP: ELISA CANEDU/JOURNAL; MODEL: YVAINNE MANAGEMENT; ASSOCIATE FASHION EDITOR: CATHERINE CRABE