



## IMPORTANT IMAGES

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EMILY THE ELF'S  
GUIDE TO GIFTING

# HO-HO-HAUTE



## Take the Palm Beach holiday ride



Emily Wilson (center) accompanies Palm Beach Lately's Danielle Norcross (left) and Beth Beattie (right) on the Holiday Haute Ride in Palm Beach. The Holiday Haute Ride bills itself as a free, fashionable, and eco-friendly electric car service and holiday experience that connects the island's best spots on Saturdays and Sundays through Jan. 4.

BRUCE R. BENNETT / THE PALM BEACH POST

By Emily Wilson  
Palm Beach Post Staff Writer

Did you ever get intimidated at the thought of shopping on Palm Beach's Worth Avenue?

For those of us who don't live on the island, the upscale stores with their dazzling window displays and the town's century-long reputation for hosting society's crème de la crème can seem daunting.

And that's where the Holiday Haute Ride comes in.

The free shuttle service — a team effort by Palm Beach Lately and The Free Ride — runs on a continuous loop around Palm Beach throughout the holiday season, making six stops at some of the Palm Beach Lately's favorite spots on the island.

"The Holiday Haute Ride is the perfect way to experience Palm Beach at your own pace," says Danielle Norcross, who co-founded the style



Jessica Merrell samples fragrances at Neiman Marcus on Worth Avenue while taking the Holiday Haute Ride in Palm Beach.

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site Palm Beach Lately.com with her sister, Beth Beattie Aschenbach. "We give riders a road map of where they should go and how they can get there, and they can then create their own experience." I hopped on the first-ev-

er Holiday Haute Ride, and picked out some cool gifts along the way.

**PAGE E2: Emily's Haute Holiday gift suggestions**

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## HOLIDAY HAUTE RIDE

**What:** The Holiday Haute Ride is a free electric car service that runs on a continuous loop around Palm Beach. There are six designated stops, and you can take as little or as much time as you'd like at each location. It only takes about 20 minutes to make the loop, so you can jump back on whenever your feet (or credit card) get tired.

**When:** Saturdays and Sundays from 10 a.m. to 8 p.m. through Jan. 4

**Stops:** The Colony Hotel, Neiman Marcus, Hamilton Jewelers, Vineyard Vines, Nick & Johnnie's and C. Orrico

**Cost:** Free

**Info:** [www.palmbeachlately.com/freeride](http://www.palmbeachlately.com/freeride)

Look for holiday tips and gifts each Monday in Accent through Dec. 22



# Catch a free holiday ride, Palm Beach style

Great shopping spots await on the free shuttle ride.

By Emily Wilson  
Palm Beach Post Staff Writer



Vineyard Vines has some ornaments worth fishing for. CONTRIBUTED

Beth Beattie Aschenbach and Danielle Norcross, the sisters behind fashion and lifestyle blog Palm Beach Lately, recently figured out a new way to bring fashion to their readers by bringing their readers to stores.

The Holiday Haute Ride, a holiday-themed, eco-friendly shuttle service, takes riders around Palm Beach, stopping at six locations selected by the stylish Palm Beach Lately ladies. The stops, all sponsors of the Holiday Haute Ride, include four retail stores, the Colony Hotel and Nick and Johnnie's restaurant.

"We reached out to sponsors we currently work with for our online guide and shop and also reached out to new local businesses who we wanted to work with," says Norcross. "It is a mixture of both current and new sponsors, and we are thrilled to be working with very reputable, timeless companies — many that are family owned and run like Palm Beach Lately."

I took the inaugural Holiday Haute Ride on Nov. 8, accompanied mostly by the bloggers' friends and family, as well as another local blogger. I met the other riders at the Colony Hotel, where the three cars arrived to pick us up just after 10 a.m. After setting up the Christmas music and securing the celebratory balloons, we were on our way to our first stop: Neiman Marcus.

Before heading into the store, the ladies gave us maps of the shuttle stops,

back on the shuttle to visit our last stop of the day, C.Orrico.

Overall, the ride was a fun and different way to shop, and it was a convenient way to hop around the island without getting tired or worrying about parking. If you're looking to stop in a lot of different stores, it would probably be better to just walk down Worth Avenue. However, for those interested in those select stores, the Holiday Haute Ride is definitely the way to go. You can get your friends together and make a day of it.

"The Holiday Haute Ride efficiently gets shoppers from one end of Worth Avenue to the other," says Norcross. "Plus, riders also have the option to visit three must-see spots off the avenue. Parking can be tricky as season picks up, so we wanted to create an easy way for islanders to bounce around this scenic town, while looking stylish and having fun!"

The best part? The ride is free. The shuttle itself is actually part of The Free Ride, an ad-supported, electric car service that was founded in 2011 by Alex Esposito and James Mirras in East Hampton, N.Y. The company now operates in four Hamptons locations during the summer, Palm Beach during the winter, and two California locations year round.

If you're interested in taking the Holiday Haute Ride, you can catch it at any of the six stops on Saturdays and Sundays between 10 a.m. and 8 p.m. The loop takes about 20 minutes to make, so if the car isn't there when you arrive, it won't be long — and it certainly won't be difficult to spot.

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## EMILY ELF'S PICKS

Here are a few of Emily the Elf's favorite gifts from the Holiday Haute Ride.



**1. Jo Malone candle from Neiman Marcus, \$65.** Whoever said a candle is an impersonal gift needs to take a whiff of this heavenly creation. While \$65 is a hefty price for a candle, Jo Malone candles are a luxury that most people won't treat themselves to, which is what makes it a good gift.

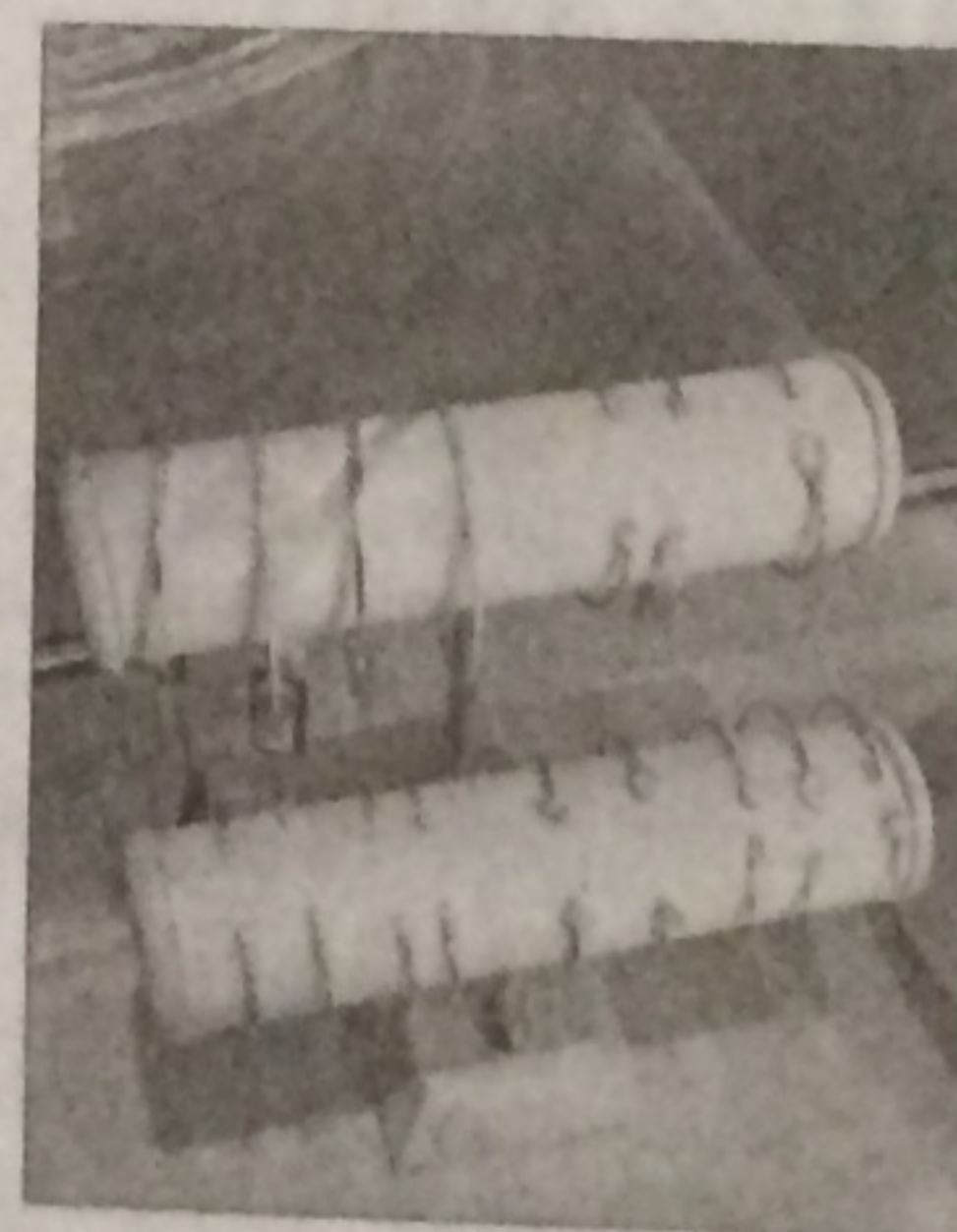


**2. bkr glass water bottle from Neiman Marcus, \$30.** This is a fun gift for your girlfriends: it's practical and adorable! It comes in tons of different colors. Again, a little on the expensive side for a water bottle, but this one is BPA-free,



Vineyard Vines has a large tie selection. CONTRIBUTED PHOTOS

phthalate-free and has a no-leak seal. Most water bottles won't last as long as this one!



**3. Bracelets from Hamilton Jewelers, prices vary (start at \$750).** Dainty jewelry is really on trend right now. I particularly love the ones on the bottom with the opening. These are definitely for when you want to splurge (husbands, I'm looking at you!).

**4. Men's tie from Vineyard Vines, \$85.** Before you stop reading, the classic "dad tie" does not have to be cliché, especially when there are so many great patterns. Somehow, Vineyard Vines manages to make everything from seashells to ice cream cones look elegant on a tie.

**5. Ornament from Vineyard Vines, \$20.** This is great for a hostess gift or even a stocking-stuffer. Anyone who shops at Vineyard Vines will recognize the signature whale and adore this ornament.

**6. Sail to Sable 'Cheers to Chic' dress from C.Orrico, \$79.** When you're not positive about someone's style, classic stripes are always a safe bet. In my opinion, this would look chic on just about any woman at any age.