

EAST COAST COOL: THE HAMPTONS' 10 MOST STYLISH

When someone mentions “the Hamptons,” many of us immediately picture stereotypical oceanfront society life: men in popped collars and boat shoes, women clad in Lilly Pulitzer, and kids running around in Ralph Lauren Baby. While this may indeed be an accurate depiction of some Hamptonsites’ style, it most certainly does not represent the modern tastemakers who head East for the summer each year.

These days, each town seems to have its own swagger, spread organically throughout the South Fork. Be it the aforementioned prep, surfer-chic, boho goddess, country strong or cocktail glam, the East End has evolved *way* past tennis whites to embrace multiple styles in which, really, anything goes.

Here, we’ve rounded up a crop of stand-out style-setters who best embody the new breed of Hamptonsite — eclectic style and all. (Just try your best not to hate them for their jaw-dropping digs.)



Rob McKinley, Partner/Designer, [Ruschmeyer's in Montauk](#)

With hotspots like GoldBar, Sant Ambroeus and The Surf Lodge already nestled under his belt, it's no surprise that McKinley's Ruschmeyer's, which re-opened last summer, was an instant success. Often dubbed a "nautical summer camp," Ruschmeyer's has literally brought the *camp* back to summer fun. "Once I leave the city, my shoes come off," says McKinley, "and I only put them back on if I have to."