

HAMPTONS • JUNE 2023

# AFLOAT USA

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ON AND AROUND THE WATER

CHARGING INTO  
THE FUTURE  
WITH ELECTRIC  
BOATING

## SEAPLANES FTW

FLY THE WHALE IS TAKING OFF  
IN THE HAMPTONS

CLASSIC  
YACHTS THAT  
STAND THE  
TEST OF TIME

ENVIABLE  
YACHT  
ADVENTURES  
FOR KIDS

ALL ABOARD  
FOR SHUCKS  
& SUSHI

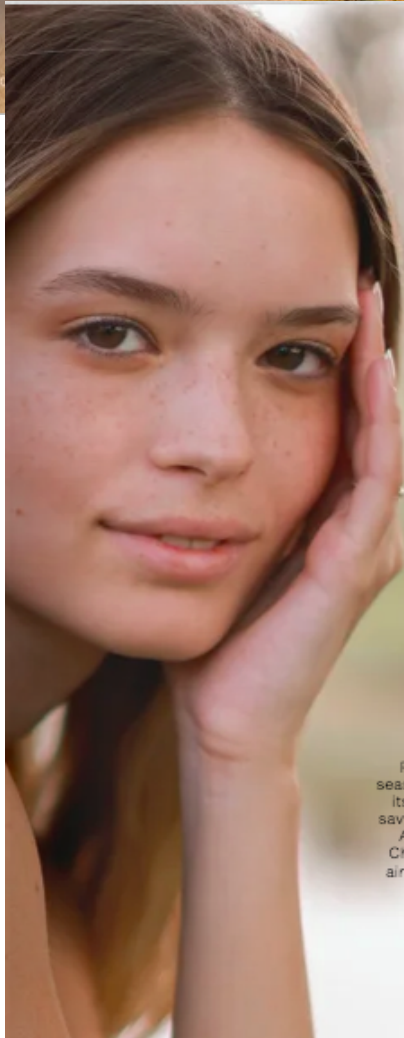
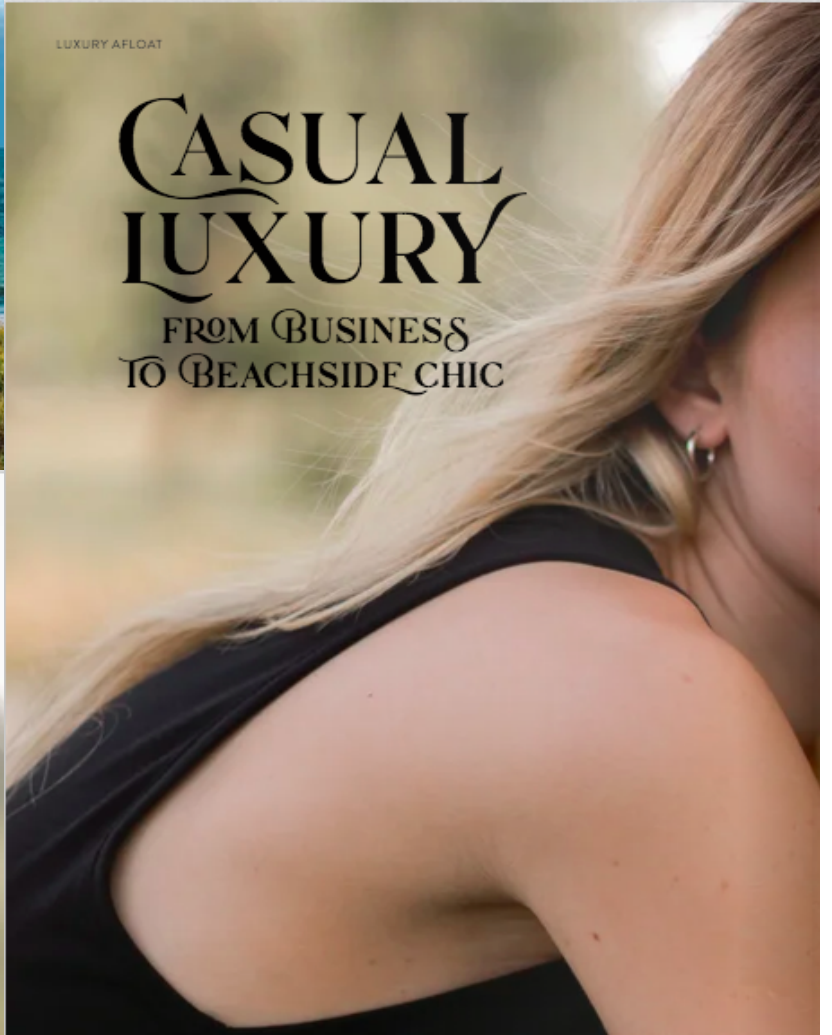


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LUXURY AFLOAT

# CASUAL LUXURY

FROM BUSINESS  
TO BEACHSIDE CHIC



Ready to make 2023 your hottest summer season yet? For enviable street style that keeps its cool when the temperatures are soaring, savvy fashionistas are flocking to cotton gauze. According to local boutique owner Megan Chiarello, that's because of gauze's "classic, airy, cool, wash-and-wear, beach-to-brunch" accessibility.

BY NICOLE TEITEL  
PHOTOGRAPHY COURTESY OF LEARO  
AND CLOTHING LEARO

LEALLO IS A FRESH LINE OF HIGH-QUALITY, LUXURIOUSLY COMFORTABLE, CLASSIC ESSENTIALS FOR WOMEN OF ALL SHAPES AND SIZES.



Photo © Einar Gunnarsson, \$142

"BEING COMFORTABLE ENOUGH IN MY CLOTHING TO WALK THE BEACHES AND SHOP THE FARM STANDS HAS ALWAYS BEEN IMPORTANT TO ME."

MEGAN CHIARELLO



Photo: Megan Chiarello courtesy of Leallo

With three Hampton-based boutiques and counting, Chiarello would know. Her luxury lifestyle brand Leallo (LEE-lyo) was designed with mothers, daughters ... and summertime in mind. Her boutiques feature a wide range of whimsical, nautical wardrobe staples such as tanks, tees, joggers, dresses, and jumpsuits. Each piece designed to flatter women of all ages and inspire the confidence to move effortlessly from dockside to dinner in style.

"The Dune line is where to start if you're new to Leallo," says the boutique owner. "It's based around a luxe-weight, incredibly soft cotton jersey and includes two styles of sweatpants, a matching crewneck sweatshirt, plus shorts—all in tons of colors. The fabric is also a favorite because it's not bulky and it's very flattering." Another

AFLD@TUSA / AFLD@TUSA.COM / 718



Maud Long Sleeve Short Dress, \$109

WHILE LEALLO CLOTHING IS NOW AVAILABLE ONLINE AND IN 300 STORES ACROSS THE U.S., THE BRAND'S ROOTS ARE FIRMLY SET IN THE HAMPTONS.

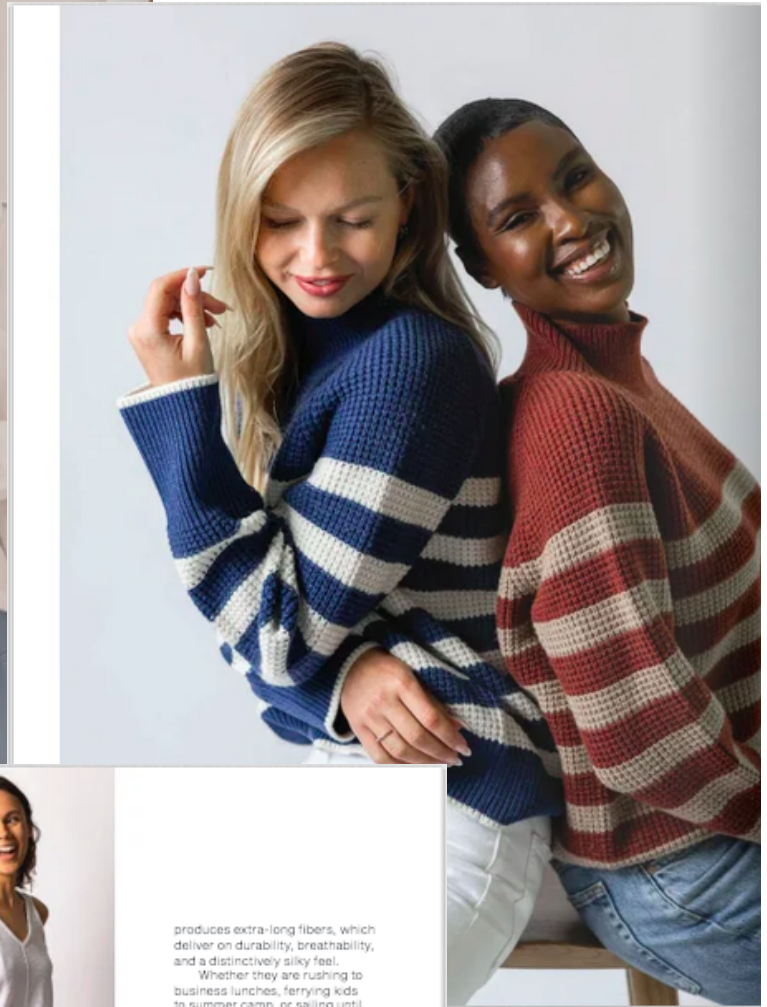


staple for salt life aficionados is the Max Jogger, which boasts a relaxed cut and deep pockets that are tailor-made for boat-to-beach.

Chiarello founded Lealio in 2015 on the East End of Long Island in response to a market that was "saturated with overly sheer and clingy tanks." Returning home from a trip to Peru, during which she obtained first-hand familiarization with the nation's legendary Pima cotton, she set out to make waves in the coastal fashion industry. The result was a fresh line of high-quality, luxuriously comfortable, classic essentials for women of all shapes and sizes. "I wanted to make clothing that was comfortable enough for all-day, everyday wear but elevated enough to reflect the natural beauty of the East End."

The soft, natural hues evident across the Lealio brand were inspired by Chiarello's memories of growing up in Shoreham, New York, a small, coastal town surrounded by abundant farmlands. "I've always loved being outdoors," she says, cracking a big smile. "Being comfortable enough in my clothing to walk the beaches and shop the farm stands has always been important to me."

"Two of the first pieces I designed were the Jenny Tank and the Warren Razorback Tank," Chiarello said of the breathable, A-line cut tops. "Our customers instantly felt confident in them. It was extremely fulfilling to make so many women happy with such a simple design." Pima cotton is a hand-harvested, regional crop that



**Pictured left:** Stripped Cotton Waffle Strandneck, \$240. **Top Right:** Jenny Tank with Front Seam, \$70. **Middle Right:** Chase Tee \$120, \$80. **Bottom Right:** Cashmere Thermal Beanie, \$35.

**Ernest Button Down,** \$142 and **Dune Solid Sweatpants,** \$125



produces extra-long fibers, which deliver on durability, breathability, and a distinctively silky feel.

Whether they are rushing to business lunches, ferrying kids to summer camp, or sailing until sunset, Lealio's mother-daughter fans revel in the shared experience of living their best lives in the luxe comfort of a well-made, figure-flattering design.

While Lealio clothing is now available online and in 300 stores across the United States, the brand's roots are firmly set in the Hamptons. Catering to her local customer base — through Lealio boutiques in Sag Harbor, Bridgehampton, Amagansett — Meg Chiarello finds endless inspiration in her enduring connection to the East End. "We're always figuring out better ways to do things, staying adaptable."

Right down to the packaging, eco-conscious practices are at the heart of the brand's ethos because the company's key source of inspiration has been the environment itself. The Peruvian Pima cotton was chosen for three distinct reasons. It lasts longer than traditional cotton, which means fewer textiles get tossed in landfills. The factories are all family-owned and worker-centric. And the packaging is made from sustainable recycled or compostable materials and printed with algae-based ink.

According to Chiarello, customers love that the brand has taken this all-natural approach. Lealio allows them to "do things that speak to their souls," she effuses. "It's not about wearing a label or an edgy style that makes you feel socially relevant; it's about getting in touch with your true self, really connecting, feeling free, and living your best, most authentic life."

**Lealio Stores**  
Sag Harbor, NY, 83 Main Street  
Bridgehampton, NY, 2495 Main Street  
Amagansett, NY, 126 Main Street  
Info@Lealio.com • 631-654-0549