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Florida Style

By Amy Nance

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Fashion in Florida is non-stop fun with colorful pastel prints and anything-goes getups from board shorts to bikinis. You'll fit right in with these go-to Sunshine State styles perfect for the whole family.

The Lilly Pulitzer Look

Nothing says resort style like this Palm Beach brand, a Florida mainstay. Go straight to the source at The Breakers resort for the famous colorful shift dresses, originally designed by Lilly Pulitzer to hide fruit stains. Elsewhere in the state, shop one of many specialty stores that carry the label and more, such as Sandestin's Barefoot Princess or Gainesville's Pink Narcissus.

Beach-Bound Surfer Style

Pick up board shorts, Havaianas flip flops and adult rash guards for the ultimate laidback look in a state where surfing culture runs deep. Hit Daytona Board Store for authentic gear, and don't miss Ron Jon's Surf Shop in nearby Cocoa Beach for wetsuits and boards. On the Gulf Coast, Holmes Beach's West Coast Surf Shop sells swimsuits and other beach accessories.



The Lilly Pulitzer look from Barefoot Princess, Sandestin Golf and Beach Resort

SOCIAL BUZZ

Maria Tettamanti on shopping in Florida:

My go-to wardrobe staples are a Panama hat and colorful cotton dresses to beat the heat. We Floridians aren't afraid of wearing bold hues, unlike New Yorkers who always reach for all-black ensembles. Hats and SPF 30 are also a must to protect your skin.

Maria Tettamanti is a Miami-based journalist and fashion and travel blogger.

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Guayabera Shirts

Airy, easy and perfect for all ages and occasions, guayabera shirts were originally popularized in Florida by the Cuban community. It's a must-have for balmy nights on the beach or for al fresco shopping during the day. Grab one at La France in Tampa's Ybor City, or head to Sentir Cubano in Miami, a spot that carries tons of Cuban-inspired items.

Statement Swimsuits

Rock a suit that can go from the beach to the boardwalk. Sarasota's Shore Clothing shows you how it's done, with dozens of hip bikinis sold

within walking distance of the beach. In Miami, visit Nic del Mar for major label swimwear. Find a range of suits and prices at both The Beach House of Naples and Sunshine Shop in St. Augustine.

Athleisure Look

The casual outdoorsman is an unexpected fashion icon in Florida. Golfers will find the PGA Superstore in Naples a one-stop shop for a day on the links. Way down south, visit Florida Keys Outfitters in Islamorada, specializing in fly-fishing gear. Dade City's Flint Creek Outfitters has your angler look covered, too. ✨