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Tulum, Mexico.Photo: Getty Images

TRAVEL

How to Spend a Weekend Getaway in Tulum

Where to shop, eat, and stay in the most fashionable of Mexican cities

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First-time visitors to Tulum, Mexico, can't quite believe the

place is only an hour away from the spring-break revelers in Cancun. Here, the relaxed beaches, rough luxe hotels, and gourmand-approved restaurants draw the fashion cognoscenti, including the likes of [Christy Turlington](#), [Jason Wu](#), and [Linda Fargo](#). Don't come expecting the Four Seasons; Tulum has its own particular brand of sleepy glamour, the kind you get not from skyscrapers or chandeliers but from environmental beauty—it's in the cenotes (swimmable natural sinkholes), the Sian Ka'an nature reserve, and the Mayan ruins. Stick to these places to eat, shop, and stay, for a nice complement to the real reason you're here.



Photo: Courtesy of Hotel Esencia

Where to Stay

- **Hotel Esencia (pictured)** For tastemakers looking for

something off the main drag of beach, Essencia is the only choice. Located about a half-hour drive away from the rest of Tulum, the hotel occupies the former home of an Italian duchess; today it's been transformed into whitewashed guest rooms and common areas studded with Charlotte Perriand furnishings. \$730/night; hotelesencia.com

- **Coqui Coqui** A perfumery-cum-hotel, Coqui Coqui is considered to be the pioneer of the hotel boom in Tulum; owner Nicolas Maleville (himself a former male model) established the hotel in 2003, and since then, the bare limestone rooms have come to epitomize the town's signature allure. \$230/night; coquicoqui.com
 - **Be Tulum** Located near the far end of the beach away from town (all hotels in Tulum are along the same strip of waterfront), Be Tulum represents a more standard version of luxury—each of the 20 suites has a private plunge pool, Wi-Fi, and 24 hours of electricity, which, in eco-conscious Tulum, isn't standard. \$345/night; betulum.com
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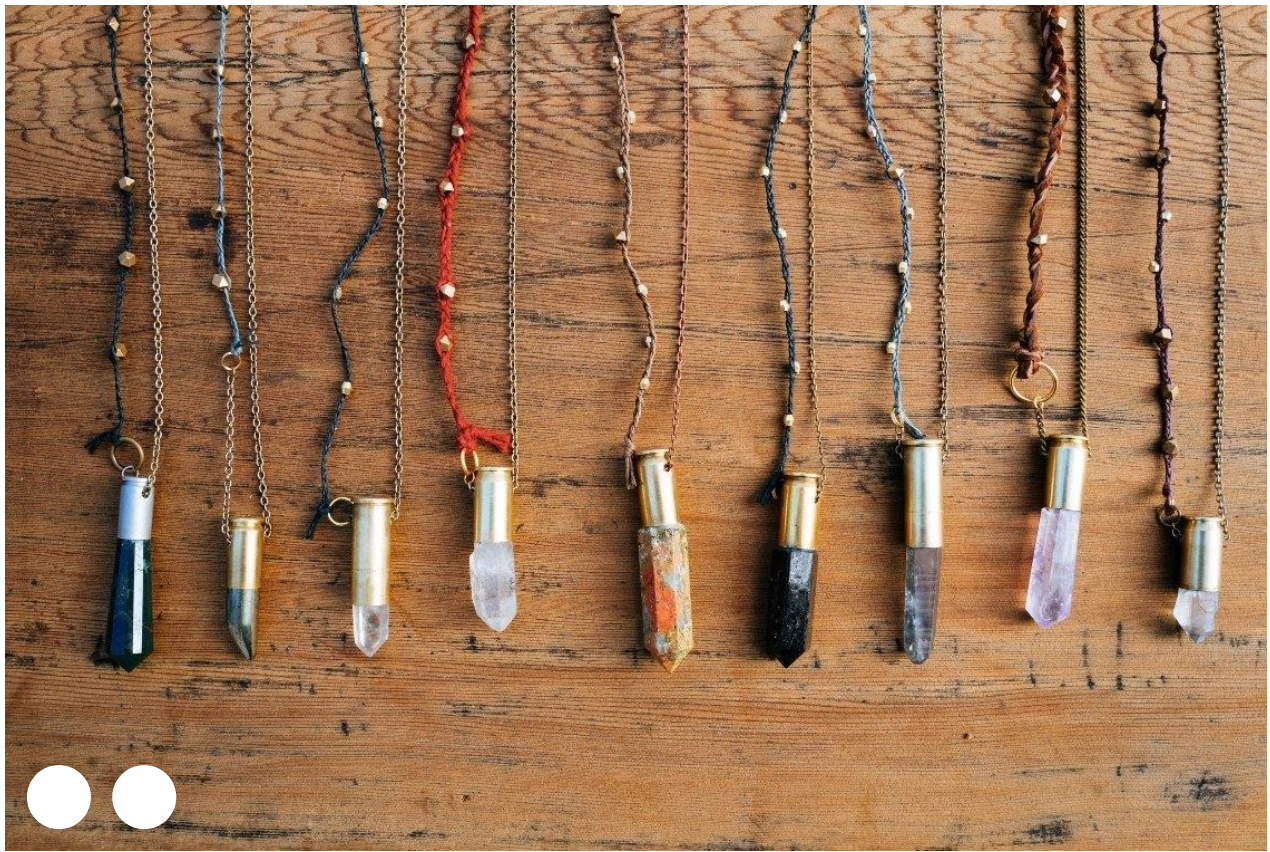


Photo: Courtesy of Mr. Blackbird

Where to Shop

- **Mr. Blackbird (pictured)** The boutique offers some of the town's most interesting local pieces, but thankfully the crochet bags, copper jewelry, and agate rings are things you'd be proud to wear long after vacation is over.

[facebook.com/MrblackbirdBoutiqueTulum](https://www.facebook.com/MrblackbirdBoutiqueTulum)

- **Mixik** If you're looking for items to decorate your home, head away from the beaches and toward downtown, where this store focuses on colorful folk art pieces (skeleton figurines, blankets, cups) that celebrate the Day of the Dead. 52-984-871-2136

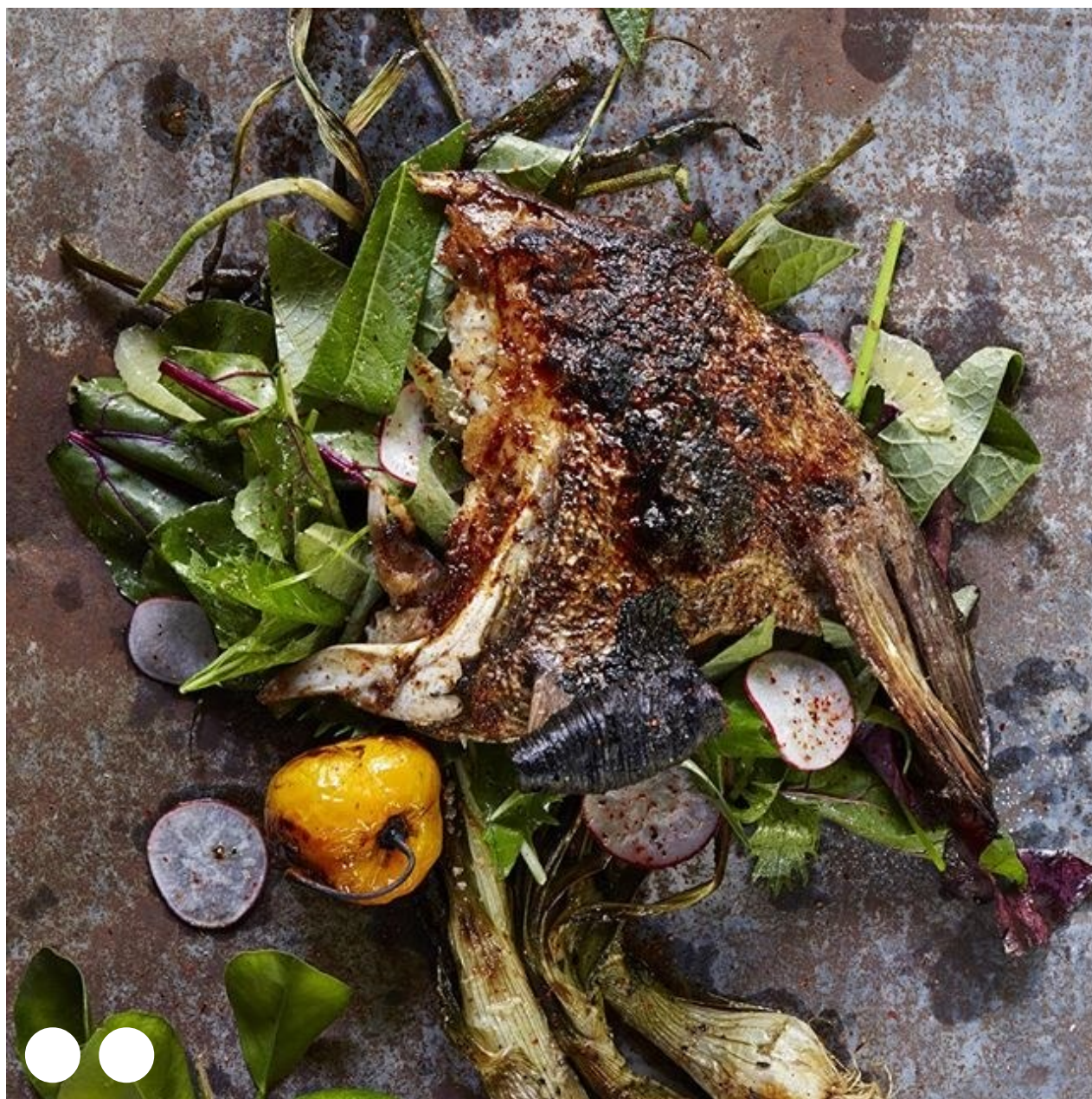


Photo: Courtesy of Hartwood

Where to Eat

- **Hartwood (pictured)** The wood-fired restaurant became the buzz of Tulum when it opened in 2010, using the familiar principles of seasonality and locavorism that chef Eric Werner honed for over a decade in New York City. Get here early if you want to try the masterful vegetables and whole-roasted fish; the crowds start lining up for reservations beginning in the afternoon.

hartwoodtulum.com

- **Posada Margherita** Maybe the closest place Tulum has to a “scene,” the romantic restaurant—at night the tables become awash in tea candles nestled in mason jars—is the spot for Italian fare such as seafood linguine and caprese salad. posadamargherita.com

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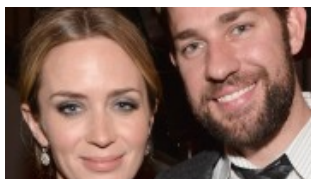


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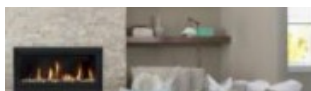
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