

MODERN LUXURY HAWAII

NOVEMBER/DECEMBER 2023
2023年11月/12月

ALA MOANA
SHOPPING
MAGAZINE
PLUS: DINING

アラモアナ ショッ
ピングマガジン
& ダイニング特集

The Giving Issue 贈り物号

Philanthropic Generosity Shines Hope for
'Ohana in Maui & Beyond
慈善活動の寛大さがマウイ島やその他の地域の
オハナに希望をもたらします



Our Annual Holiday
Gift Guide
年間のホリデーギフト
ガイド

Stunning sunset view from Hotel Wailea, seen in its new tome *Hotel Wailea* by Assauline. 100% of net proceeds from 2023 book sales are going to multiple Maui relief funds.

IN THE SPIRIT OF ALOHA

When disasters strike any part of our islands, all are affected in some way. Though we may feel helpless observing the destruction from afar, there are powerful means of uplifting those most impacted. Flip to our feature, “Shining Hope,” where we highlight how a few local heroes helped those affected by the Maui wildfires and list a variety of ways to support and contribute to established disaster relief organizations that work hard to carry the spirit of aloha and community into action, transforming hardship into hope.

This same compassion is felt in all philanthropic endeavors, especially during the holiday season. For our annual Giving Issue, I asked Jessica Muñoz, founder and CEO of Ho’ōla Nā Pua (hoolanapua.org), and John Leong, co-founder and CEO of Kupu (kupuhawaii.org), how donations have special meaning at this time of year. In the spirit of giving, they also share local gifting ideas for those we hold near and dear. For more gifting inspiration, flip through our annual gift guide by Fashion Director of Custom Publishing and Branded Content Faye Power Vande Vrede, who has compiled an eight-page extravaganza of holiday lust-haves.

And if you’re looking for quality family time together, flip to our Explore section to learn of a staycation experience at the reimagined Turtle Bay Resort on O’ahu’s legendary North Shore. Plenty of adventures and memories to be made together await as this year, cherishing our ‘ohana has an even deeper meaning.

May all the joy of this giving season fill the air. We wish you and yours a happy holiday and new year!

私達の島の一部で災害が起こった時、すべての島が何らかの形で影響を受けます。遠くから壊滅を見ていると無力に感じるかもしれませんが、最も影響を受けている人々を元気づける素晴らしい手段があります。「シャイニング・ホープ」の特集のページをめくると、数人の地元の英雄が、困難を希望に変え、マウイ火災の被害を受けた人々をどのように助けたのかハイライトし、アロハとコミュニティの精神を行動に移すために害を及ぼす既存の火災救援組織を支援し貢献する様々な方法を挙げています。この同じ思いやりがすべての慈善活動にも感じられます。年に一度の贈り物号で、ホオラ・ナ・プア (hoolanapua.org)の設立者でCEOのジェシカ・ムニョスとクプ

(kupuhawaii.org)の共同設立者でCEOのジョン・レオンに、この時期の寄付はどのような特別な意味があるのか尋ねました。与える精神で、彼らはまた、私達の大切な人達への地元の贈り物のアイデアをシェアします。さらなるギフトのインスピレーションは、ホリデーの欲望をテーマにした8ページの豪華な記事を編集したカスタムパブリッシングとブランドコンテンツ・フェイ・パワー・ヴァンデ・ヴレーデのファッションディレクターによる年に一度のギフトガイドをめくってみてください。

質の高い家族の時間を探しているのなら、オアフ島の伝説的なノースショアにある再考されたタートルベイでのステーション経験について知る、エクスプローラーのページをめくってください。今年一緒に作れるたくさんのアドベンチャーと思い出が待っています。オハナを大切にすることはさらに深い意味があります。

この贈り物の季節のすべての喜びで空気が満たされますように。幸せな休日と新年を願っています。



Ela Sathern

Ela Sathern
Editor-in-Chief
esathern@modernluxury.com
Instagram: @modernluxuryhawaii

Local LOVE

Local businesses, from boutiques to hotels to restaurants, that are still open on Maui and from neighboring islands are helping Lāhainā and West Maui residents by donating portions or all of their proceeds from sales to fundraisers aimed at helping those in need get back on their feet. Look for these opportunities to spread Aloha while you shop locally. Here are a few to note:

Andaz Maui at Wailea Resort ([hyatt.com/andaz](https://www.hyatt.com/andaz)) united as a distribution center gathering personal hygiene products, baby products, nonperishable food items and pet supplies, working with World Central Kitchen ([wck.org/relief/hawaii-wildfires-2023](https://www.wck.org/relief/hawaii-wildfires-2023)), American Red Cross, and Hawai'i Community Foundation's Maui Strong Fund.

Big Island Coffee Roasters ([bigislandcoffeeroasters.com](https://www.bigislandcoffeeroasters.com)) Maui coffee producers have lost their mill, warehouse and inventory. They have blended a portion of the remaining crop with two lovely specialty coffees from Central and South America to create Lāhainā Strong Coffee Blend. 100% of proceeds from online and cafe sales of this Lāhainā Strong Blend will go directly to Maui Strong Fund.

Eat at Genki Sushi Ltd. ([genkisushiusa.com](https://www.genkisushiusa.com)), which has donated a significant amount to Maui Strong Fund and will be donating monthly for the rest of the year.

Stay at **Four Seasons Resort Maui** at Wailea ([fourseasons.com/maui](https://www.fourseasons.com/maui)) with its Maui Strong package, and up to \$200 per night will be donated to Maui Strong Fund. Plus, drink its Maui Strong cocktail at its new pop-up restaurant,

Dos Hombres Cocina, and 100% of the proceeds also goes to Maui Strong Fund.

At the **Hawai'i Legacy Restoration Initiative** ([legacyforest.org](https://www.legacyforest.org)), 50% of online tree sales in August were donated to Maui Strong Fund. All trees are being planted in the new Maui Strong section of its Big Island and O'ahu forests. A special memorial tree will also be planted for each person lost in the wildfires.

Hotel Wailea ([hotelwailea.com](https://www.hotelwailea.com)), Hawai'i's only Relais & Châteaux property, has partnered with luxury publisher Assouline ([assouline.com](https://www.assouline.com)) to capture the iconic destination of Maui in a new designer coffee table book. Since the book launch in September, 100% of net proceeds from book sales through December 31 will support Kokua Restaurant & Hospitality Fund, Hawai'i Red Cross, and Hawai'i Community Foundation. In addition, Hotel Wailea has donated \$100 per hotel booking through September toward rebuilding efforts for Lāhainā.

Honolulu's Blue Note Hawai'i ([bluenotejazz.com/hawaii](https://www.bluenotejazz.com/hawaii)), through the generosity of multiple artists' benefit shows and direct donations from ticket buyers, raised funds for Maui Strong Fund. The club will continue to donate a portion of ticket sales and collect donations online and inside the venue during shows.

The Red Cross ([redcross.org](https://www.redcross.org)) supports the Family Assistance Center at the **Hyatt Regency**



Below: Maui Gold Pineapple and Merriman's Kapalua volunteers continue to bring food to West Maui.



(hyatt.com) in Ka'anapali where people can receive emotional and spiritual care, access health services and casework assistance.

The Red Cross also partnered with **Maui Therapy Dogs**, to help provide comfort to survivors with certified animal-assisted therapy at the Disaster Recovery Center at the Lāhainā Civic Center.

Kauai's Koloa Rum Company

(koloarum.com) hosted an online and in-store event in August, with 100% of those proceeds benefiting Maui Strong Fund. "We are overwhelmed by the outcome of the event and for the support of our loyal fans who participated in our goal of giving back to our fellow island neighbors," said Bob Gunter, president and CEO of Koloa Rum Company.

Marriott Vacations Worldwide started a Company Relief Fund (donorbox.org/mvwrelieffund) for its Aqua-Aston Hospitality and Marriot Vacation Club associates that were impacted. In addition, Marriott Bonvoy is allowing donations of

points to the Marriott TakeCare Relief Fund (marriott.com).

Maui Gold Pineapple's (mauigold.com) relief initiative, Pineapple Pledge, is focused on safety, food, and job preservation. "We are devastated at the loss of our Front Street store and offices in Lāhainā, as well as the destruction at multiple farms," said Todd Domeck, owner of Hawai'i Farm Project, the management company for Maui Gold Pineapple. Instead of hosting visitors, Maui Pineapple Tour employees cut, packaged and hand-delivered pineapple by boat to feed displaced victims of the fires. "We know so many people around the world have a deep connection to Maui and are looking for a way to help," he added "Pineapple sales will feed families, protect local jobs, and ensure the safety of our workers and their ohana."

Merriman's Kapalua

(merrimanshawaii.com) and **Monkeypod Kitchen** (monkeypodkitchen.com) teamed up to feed the people of West Maui,

supplying over 5,000 meals from West Maui to displaced families, first responders, teammates, and neighbors in the first few days of the effort, and are ready to keep going. Those who would like to support this effort can donate on its website.

PacWhale Eco-Adventures

(pacificwhale.org) lost its Lāhainā Ocean Store and vessel Ocean Legacy. Without a Lāhainā harbor from which to operate, they moved its ecotours to the Ma'alaea Harbor in September. Per its website, continued cruises and business ensure the crew's and staff's livelihood in Maui.

The Surfjack (surfjack.com) and **Mahina & Sun's** (mahinaandsuns.com)

organized a donation drive on O'ahu to donate essential items, including gently used clothing and towels, toiletries, case canned goods and more. The hotel plans to make this an ongoing effort as long as their support is needed, especially since many team members have roots in Lāhainā.



To assist West Maui recovery efforts, Assouline will donate 100% of net proceeds on all purchases in 2023 of the *Hotel Waialeale* tome. Shown here is the beautiful nearby beaches at Makena.

Dozens of local companies, including **Hawai'i Off Grid**, **Shed Pro Hawai'i** and **Maui Plumbing**, have joined **Family Life Center's** effort to construct **Ohana Hope Village** (ohanahopevillage.com), which will provide midterm housing and support to victims as they transition from hotels and shelters. Using solar power and on-site wells for energy and water needs, Ohana Hope Village will be environmentally sustainable. Non-combustible materials and fire retardants will also

make the development more disaster-resilient. "The month [of August was] difficult for all of us. For us, the only way to get through it was to get to work," says Hawai'i Off Grid's principal architect, David Sellers, leading the engineering and design of this innovative community. "Our team at Hawai'i Off Grid and Family Life Center has rallied together, sacrificing weekends and working long nights to show support and do whatever we can to help our community rebuild."