

VOGUE

Vogue

June 13, 2025

Vogue's Guide to East Hampton, America's Most Luxurious Beach Town

East Hampton is arguably the most famous—and inarguably the most luxurious—beach town in America. It's where a Gucci sits on Main Street while beach fires with s'mores happen every evening on Sag Main Beach; where gray shingled homes belonging to Ina Garten and Robert Downey Jr. co-exist with famous artist studios; and where the best place to grocery shop is always the farm stand.

Below, *Vogue's* guide to East Hampton.

Where to Eat

Nick & Toni's

Nick & Toni's has been an East Hampton staple for over 37 years; go there for a classic Tuscan meal—think wood-fired pizzas, lumache with ramp pesto, and pan seared halibut—as well as excellent people watching. (It's known to be one of the most popular celebrity haunts out east.)