

Aruba media inquiries:
Rebecca van der Woude
marketing@bucuti.com

International media inquiries:
Amy Kerr
amykerr@revelconcepts.com



Serafina at Bucuti & Tara: Aruba's Must-Visit Boutique Featuring ALIITA Jewelry

EAGLE BEACH, Aruba – Jan. 29, 2026 — Seráfina, the luxury boutique at the highly awarded, adults-only [Bucuti & Tara Beach Resort](#), continues to shine as a premier shopping destination in Aruba, recently welcoming resort guests and local residents for an exclusive [ALIITA fine jewelry](#) trunk show that blended international design, personal storytelling and effortless island elegance.

The intimate event showcased an expanded collection from ALIITA, the internationally recognized fine jewelry brand celebrated for its minimalist aesthetic, playful symbolism, and meaningful craftsmanship. Adding to the allure, ALIITA's founder and designer, Cynthia Vilchez Castiglioni, attended in person, offering guests a rare opportunity to connect directly with the creative vision behind each piece.



Meaningful fine jewelry with a special connection to Aruba

Handcrafted in Italy, ALIITA fine jewelry is internationally admired for its clean lines, vibrant natural stones, and playful yet sophisticated design. The brand's name, meaning "important object" in the Wayuu language, reflects its philosophy that jewelry is more than adornment. It is a personal expression and a lasting memory.

That sense of meaning is deepened by ALIITA's connection to Aruba, as the brand's founder and designer proudly has Aruban roots through her mother. Hosting the trunk show at Seráfina at Bucuti & Tara felt like a meaningful return, allowing attendees to experience the collection through a deeply personal and

destination-driven lens.

From global boutiques to this intimate setting on Eagle Beach, ALIITA's presence in Aruba offered a rare opportunity to discover timeless pieces that capture the spirit of the island. At Seráfina, each design becomes a beautiful reminder of Aruba, romance and moments meant to be remembered long after the journey ends.

Seráfina boutique at Bucuti & Tara Beach Resort

Nestled within the serene setting of Bucuti & Tara, Seráfina offers a carefully curated selection of luxury fashion, accessories and fine jewelry from sought-after local and international designers.

Seráfina further brings Aruba into the spotlight through exclusive collaborations with local artists, including a custom-designed foulard scarf by Aruban artist Ryon Dijkhoff that is also worn by some Bucuti Associates. Inspired by the island's landscapes and Bucuti & Tara's signature tranquility, the piece embodies the boutique's dedication to offering guests meaningful keepsakes that are deeply connected to Aruba.

Like the resort, the boutique is adults-only and is open to guests and locals, alike. Seráfina reflects the resort's commitment to refined elegance, authenticity and personalized experiences.

To learn more, visit [Bucuti.com](https://www.bucuti.com).

IMAGES & VIDEOS

An image of ALIITA jewelry is located in [this Dropbox folder](#).
Resort images are in [this private media gallery](#).

About Bucuti & Tara Beach Resort

Recognized as the Caribbean's first and only certified CarbonNeutral® hotel since 2018, Bucuti & Tara Beach Resort is celebrated globally as the No. 5 Hotel in the World and No. 1 Hotel in the Caribbean, according to Tripadvisor. Aruba's premier adults-only, laidback luxury resort, Bucuti & Tara is the vision of award-winning hotelier and environmentalist Ewald Biemans, honored with multiple Hotelier of the Year accolades for his hospitality excellence and pioneering sustainability leadership.

Nestled along the pristine white sands of Eagle Beach, protected nesting ground for sea turtles and named one of the "Dream Beaches of the World," Bucuti & Tara offers 104 elegant rooms, suites and penthouses. Guests enjoy guaranteed sunbeds, a freshwater infinity pool, indulgent spa treatments, and "no surprise rates" including accommodations, all taxes and fees, full daily breakfast, WiFi and in-room tablet, EV chargers, parking and local calls.

At the heart of the resort's culinary experience is [Elements](#), an award-winning

oceanfront restaurant serving healthy, locally inspired cuisine. Guests can also enjoy Tara Lounge, private romantic beach dining, and as of Oct. 2025, the highly anticipated [Terra by Jeremy Ford](#). Helmed by the visionary chef leading Miami's Michelin Star and Michelin Green Star Stubborn Seed, Ford brings his signature artistry and sustainability ethos to Aruba, crafting a menu that honors Aruban ingredients, fishermen, and farmers while blending bold, innovative flavors with refined presentation.

Proudly LGBTQ+ friendly, Bucuti & Tara proudly holds IGLTA and TAG Approved® status. The resort's deep commitment to sustainable luxury has earned prestigious certifications including CarbonNeutral®, LEED Gold, Green Globe Platinum and Travelife Gold. Named the World's Most Sustainable Hotel/Resort by Green Globe in 2016, Bucuti & Tara's comprehensive sustainability program was praised by the United Nations as "highly replicable and scalable" for hotels worldwide, all aligning seamlessly with the UN Sustainable Development Goals.

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