



Meet Lucia

Nikki Beach's Chief Executive Officer and the woman in charge of global marketing and communications for the brand, Lucia Penrod is a driving force. The Nicaraguan native and longtime Floridian works in tandem with husband Jack and the dynamic duo has together grown a local beach club into a global luxury lifestyle brand. Lucia uses her style and creative vision to craft a philosophy and identity that is recognized all over the world.

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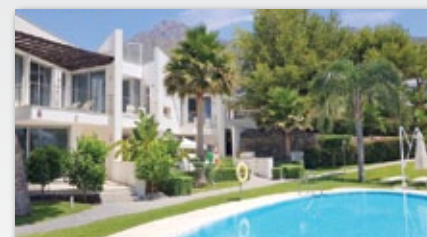
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