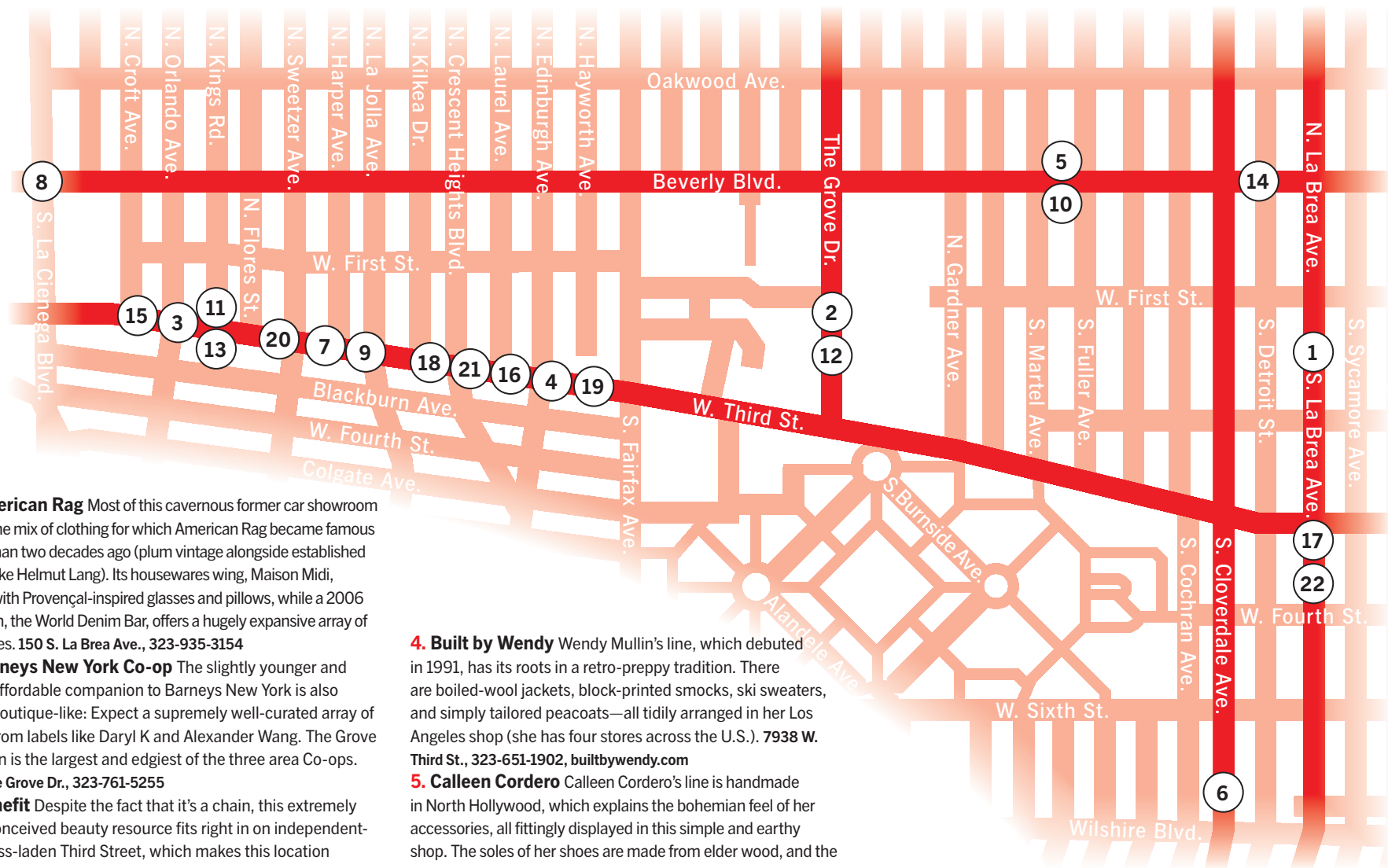


## Beverly Boulevard



**1. American Rag** Most of this cavernous former car showroom hosts the mix of clothing for which American Rag became famous more than two decades ago (plum vintage alongside established labels like Helmut Lang). Its housewares wing, Maison Midi, brims with Provençal-inspired glasses and pillows, while a 2006 addition, the World Denim Bar, offers a hugely expansive array of jean lines. **150 S. La Brea Ave., 323-935-3154**

**2. Barneys New York Co-op** The slightly younger and more affordable companion to Barneys New York is also more boutique-like: Expect a supremely well-curated array of picks from labels like Daryl K and Alexander Wang. The Grove location is the largest and edgiest of the three area Co-ops. **189 The Grove Dr., 323-761-5255**

**3. Benefit** Despite the fact that it's a chain, this extremely well-conceived beauty resource fits right in on independent-business-laden Third Street, which makes this location our favorite, even though the Santa Monica spot is bigger. **8387 W. Third St., 323-944-0600; 1210A Montana Ave., 310-458-6800, benefitcosmetics.com**

**4. Built by Wendy** Wendy Mullin's line, which debuted in 1991, has its roots in a retro-preppy tradition. There are boiled-wool jackets, block-printed smocks, ski sweaters, and simply tailored peacoats—all tidily arranged in her Los Angeles shop (she has four stores across the U.S.). **7938 W. Third St., 323-651-1902, builtbywendy.com**

**5. Calleen Cordero** Calleen Cordero's line is handmade in North Hollywood, which explains the bohemian feel of her accessories, all fittingly displayed in this simple and earthy shop. The soles of her shoes are made from elder wood, and the tops are crafted from vegetable-tanned leather, though there are touches of high-wattage glamour, like wedges in glimmery metallics. **7384 Beverly Blvd., 323-934-5541**

## Beverly Boulevard (cont'd)

**6. Des Kohan** As a former trendcaster for companies like Louis Vuitton and Prada, Desiree Kohan has an impeccable eye for exquisitely tailored but interesting pieces—in sizes up to 16—from names like Hussein Chalayan and Juan Carlos Obando. It's all deftly blended with evening bags, vintage Chanel jewelry, and paper-thin Splendid tees in custom-dyed shades. **671 S. Cloverdale, 323-857-0200, deskohan.com**

**7. Flight 001** Flight 001 was one of the first companies to take on travel accessories in a uniquely modern and stylish way, as evidenced by its stores, which are usually set up to resemble the interiors of planes. There are a slew of innovative and fun products: travel Scrabble games and preassembled toiletry kits in TSA-approved sizes, plus tons of luggage, like Orla Kiely suitcases and expandable totes. **8235 W. Third St., 323-966-0001, flight001.com**

**8. H&M** It's a bit of a toss-up when it comes to picking our favorite Los Angeles H&M (there are now three). The Beverly Center store is the largest, at 20,000 square feet, but the one in Pasadena is quieter, and the racks are accordingly less picked over—all the better for snatching up pieces from this constantly on-trend retailer. **8500 Beverly Blvd., 310-855-1009; 60 W. Colorado Blvd., 626-793-8974; 8580 Sunset Blvd., 310-855-9683**

**9. Hillary Rush** With a grandmother who founded Montreal's Fraid's department store and a father who created Le Tigre, Hillary Rush has retail in her blood. A former advertising director for Gap, Rush opened her hugely popular shop in 2005, replete with old schoolers like Il Bionte and K. Jacques alongside fresh-to-the-market endeavors like Daryl K's line Kerrigan. **8222 W. Third St., 323-852-0088**

**10. Ige** Helene Ige designed not only many of the items for sale at this quietly low-key duplex but also the shop itself. It's filled with little displays of gorgeous pieces: her own mobiles styled after Victorian birdcages, eensy spiders blown from blackened glass, and beaded scarves from Megan Park. **7382 Beverly Blvd., 323-939-2788, igedesign.com**

**11. Inago** Though it resembles a wood-walled yoga studio, Inago in fact exists to answer the call of partygoers across the city by stocking pretty much nothing but dresses—hundreds and hundreds of them. There are versions from an expansive list of labels: patterned wrap numbers from Issa, silk halters from

Mara Hoffman, and jewel-studded caftans from Binetti. Most are tagged at \$200 or less. **8364 W. Third St., 323-653-1888**

**12. J.Crew** The sale racks at the Grove's J.Crew are always loaded with the items you would have happily paid full price for—perhaps because they have the widest selection of the entire deeply covetable collection here. **189 The Grove Dr., 323-939-1070, jcrew.com; plus other locations**

**13. Meg** Meghan Kinney's L.A. shop has been around for more than five years, which indicates her enduring appeal. Most of her pieces channel a '50s feel, featuring hourglass shapes and pretty silk prints. She also turns out a pair of bestselling trousers in loads of different fabrics. **8362 W. Third St., 323-653-3972**

**14. Mister Freedom** Save for a solitary drawing of a caveman on its exterior, this vintage warehouse is completely unmarked. Inside, there's a world of meticulously sourced army/navy and workwear from the 1890s to the 1970s, for both sexes. Some of the rarer items are pricey, but there are deals there too: well-loved tees, perfectly beat-up cowboy boots, and simple khaki button-downs. **7161 Beverly Blvd., 323-653-2014**

**15. New Stone Age** An early settler on what is now one of L.A.'s busiest shopping corridors, this 30-year-old spot is packed with unusual gifts. Anatomical models of woolly mammoths, shell-encrusted sailor's valentines, and Fornasetti plates are all on hand. Seek out the trove of jewelry from L.A. designers, like mini gold sabre pendants studded with rubies and ancient coins set into rings. **8407 W. Third St., 323-658-5969**

**16. Pixie Market** Specializing in designers who generally have no more than a MySpace page, Magda Pietrobelli and Gaelle Drevet's second location (the first is in New York's Lower East Side) offers a delightfully indie-pop sensibility. The blazingly white spot—replete with wall decals that say SMILE and neon orange footstools—is packed with punky, offbeat picks: jumpers made from geometric-print fabrics, minidresses splashed with pastel zebra stripes, and hip but comfortable shoes from the house line, Maud. **7950 W. Third St., 323-782-1718, pixiemarket.com**

**17. Presse** Zoe Schaeffer and Renee Klein, both former fashion editors, have built what is easily one of the best-looking boutiques in the city. Lucite racks are set into antique-style wardrobes; framed vintage photographs are sprinkled about; and a massive boudoir-style couch, swathed in deep peach

velvet, is anchored in the center of the room. The lines they stock are just as romantic and stunning: Bruce, Doo Ri, and Vena Cava. **326 S. La Brea Ave., 323-937-1560, presseboutique.com**

**18. Satine** Jeannie Lee is a bit of a soothsayer when it comes to what people will be wanting to wear, which is why Satine, with the feel of a '70s dollhouse, is fresh and spot-on. Lee is also masterful at mixing labels and prices: There are high-high-end gowns from Thakoon, but they're arranged next to crazily patterned Tsumori Chisato tops and L.A.-based upstart Kelly Bergin's bow-fronted skirts. **8117 W. Third St., 323-655-2142, satineboutique.com**

**19. Scout** It's been around for more than five years, but this stalwart is as unwaveringly progressive as it was when it first opened. Owner Joseph Grana fills the front with tie-dyed lambskin totes and baggy tunics from the house line, along with blouses printed with psychedelic horses from Swash. A tiny vaulted library-like room in the back, complete with a rolling ladder, holds pristine vintage sweaters and tops. **7920 W. Third St., 323-658-8684, scoutla.com**

**20. Sigerson Morrison** The full range of modish patent flats, woven heels, and artfully worked sandals is stocked in this sleek Third Street space. There's also a lushly appointed offshoot in the Malibu Country Mart, along with a teeny outpost of the more affordable diffusion collection, Belle by Sigerson Morrison, on Brighton Way. **8307 W. Third St., 323-655-6133, sigersonmorrison.com**

**21. Trina Turk** Thoroughly entrenched in a Palm Springs sensibility (she just opened her first home goods store there), Trina Turk always makes oranges, yellows, and oversize floral prints. Her polished party dresses, tunics, and blouses are all displayed in her lattice-wall-accented space. **8008 W. Third St., 323-651-1382, trinaturk.com**

**22. The Way We Wore** These days, Doris Raymond dresses lots of stars in antique gowns for big, red-carpet events—a far cry from the '70s, when she was selling encyclopedias door-to-door across the Pacific Northwest. Back then, vintage was just known as used clothing, so she capitalized on her travels to snap up garments in the small towns on her route. Now she has a two-story empire, where a lifetime of fashion history—from all eras and all the marquee names—is for sale. **334 S. La Brea Ave., 323-937-0878**