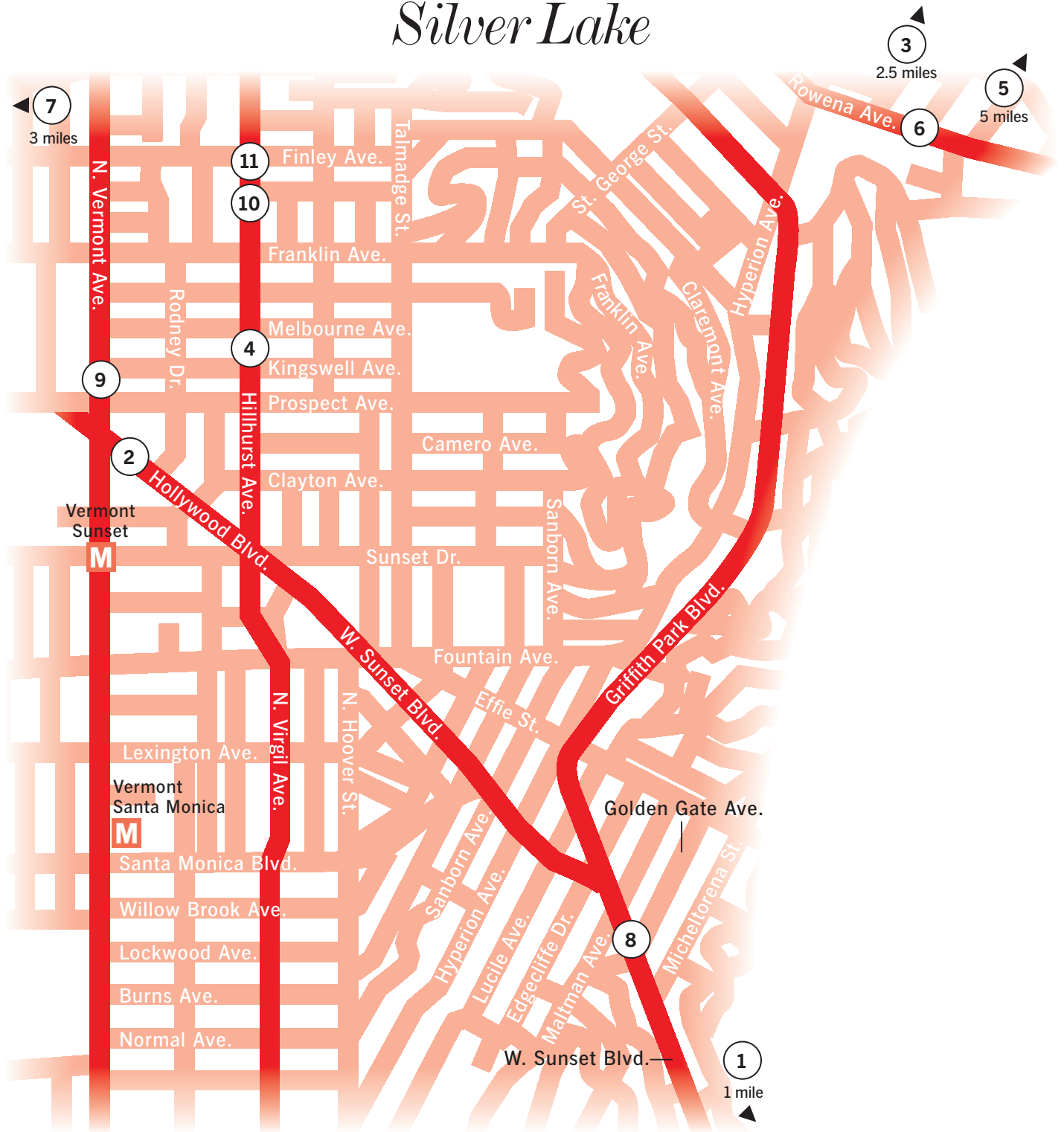


Silver Lake



Silver Lake (cont'd)

1. American Apparel As an only-in-L.A. twist, a few of the local American Apparels also sell a curated selection of '70s-inspired vintage picks, as part of adjoining shops called California Select. One can be found at the Echo Park flagship, alongside an ample array of the company's bestselling leggings and long layering tees. **2115 W. Sunset Blvd., 213-484-6464, americanapparel.net; plus other locations**

2. Confederacy Ilaria Urbanati, who honed her taste and reputation while buying for local style-setting boutiques Satine and Milk, finally has her very own, hugely anticipated shop (she partnered with two friends, including actor Danny Masterson). There's an in-house café, plus 5,000 square feet of labels like Giulia Persanti and Boy by Band of Outsiders. We're big fans of such innovative conveniences as vintage phone-booth-style dressing rooms complete with handsets for calling in different sizes, plus a resident tailor. **4661 Hollywood Blvd., 323-913-3040**

3. Endovanera It just started a line for women, even though girls have been snapping up pieces from its men's label since this Echo Park enterprise launched. Lots of the shapes are fitted, like blazers that look like they came from the boys' department, and others—like the hooded cardigans—are just irresistibly cool. The store, marked by an antique sign that says FRONT ST., is slick and pared down. **1154 S. Glendale Blvd., 213-413-6666, endovanera.com**

4. Keep For two and a half years, former skateboarder Una Kim has been turning out cruelty-free high-tops and slip-ons, all made from '50s-ish gingham and plaids. She has a cozy little cork-lined spot in Los Feliz, where you'll also find a small collection of her charmingly boyish clothing, like vests and boatneck jumpers. **1757 Hillhurst Ave., 323-663-6900, keepcompany.com**

5. Lady Camille de Soto got her start as an assistant manager at a Trina Turk boutique, where she began consigning bits of vintage jewelry. When the items flew out of the cases, she opened her own Eagle Rock place in April 2007. Her boudoir-y space has all the trappings of a fancy boutique, but a second look at its price tags reveals that nothing costs more than \$150. There are horse pendants from the '60s, along with kelly green blouses by Collective Clothing and kookily patterned dresses from Plastic Island. **4974 Eagle Rock Blvd., 323-254-6500**

6. Lake Wide wood-plank floors and an exposed ceiling that's lined with feed-bag-like sacks telegraph

a French-farmhouse mood here. The sun-drenched front is packed with perfectly boho clothing, like Nili Lotan shirtdresses; the middle hosts a quaint apothecary; and the back room is replete with striped hand towels, oversize floor cushions, and cherry red bud vases. **2910 Rowena Ave., 323-664-6522, lakeboutique.com**

7. Lost & Found Now spanning five adjacent storefronts, Jamie Rosenthal's mini empire has a wide-ranging scope, from children's toys to fancy art. Lost & Found Etcetera and Lost & Found Gallery are our favorites of the lot: The former features vignettes of hot pink Repetto ballet flats, Isabel Marant tunics, and tiny silver African trading beads. The Gallery is more restrained in its palette, showcasing everything from olive wood mixing bowls to prints of foxes. **6314-6322 Yucca St., 323-856-5872**

8. Mas Half of this newcomer is devoted to men's lines with a slightly streetwear-esque aesthetic, a straightforwardness that carries over to the women's side. Search out the California-based names, like Mike & Chris leather jackets and Crispin & Basilio beaded navy T-shirt dresses. **3511½ W. Sunset Blvd., 323-663-3112, masboutique.com**

9. Show If you've seen a modern home accessory in an interiors magazine in the last year or so, chances are good that you'll find it at Show. This isn't an exaggeration. Everything here subscribes to a cleverly unexpected yet elegant style: There are priceless-feeling porcelain dishes cast in the shapes of disposable paper plates and teapots emblazoned with delicately figured—but inverted—birds. **1722 N. Vermont Ave., 323-644-1960, showlifestyle.com**

10. Some Odd Rubies Serene and understated, the airily populated racks here are suspended from the ceiling, lending the illusion that they're floating. Find a slew of the halter dresses and blouses—sewn from one-of-a-kind fabrics—that made the threesome behind this bicoastal boutique famous, alongside bits from other talents, like L.A. native Whitley Kros' tunics in bright blue and Liz McClean's tiered maxi gowns. **1937½ Hillhurst Ave., 323-644-9088**

11. White Trash Charms Boutique As the name suggests, the emphasis here is on jewelry that has a slightly irreverent theme (though the shop feels upscale). There are sliver-thin gold charms in the shapes of Scrabble tiles and old-school Nintendo consoles. **1951 Hillhurst Ave., 323-666-9585, whitetrashcharms.com**