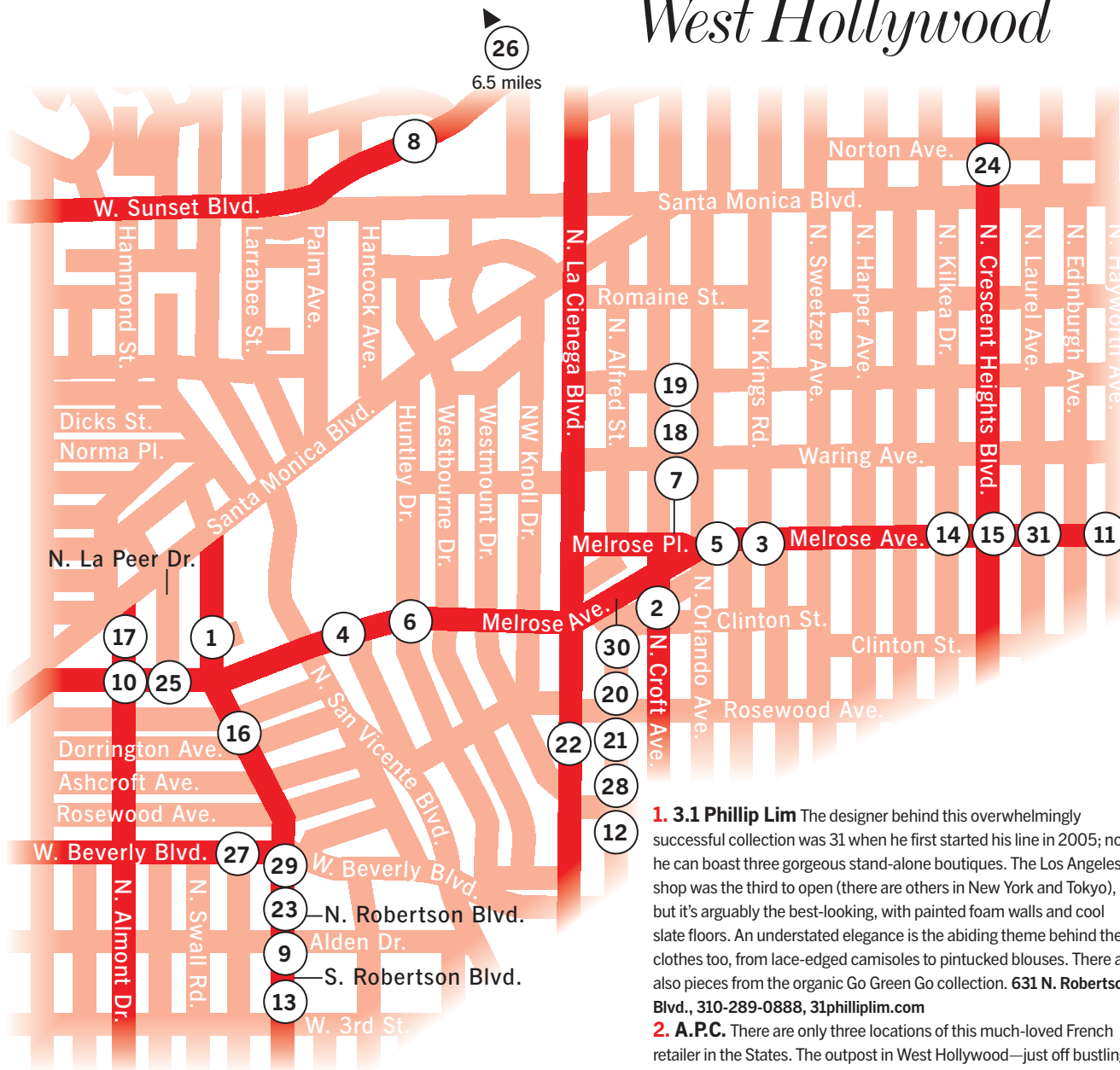


West Hollywood



1. 3.1 Phillip Lim The designer behind this overwhelmingly successful collection was 31 when he first started his line in 2005; now he can boast three gorgeous stand-alone boutiques. The Los Angeles shop was the third to open (there are others in New York and Tokyo), but it's arguably the best-looking, with painted foam walls and cool slate floors. An understated elegance is the abiding theme behind the clothes too, from lace-edged camisoles to pintucked blouses. There are also pieces from the organic Go Green Go collection. **631 N. Robertson Blvd., 310-289-0888, 31philliplim.com**

2. A.P.C. There are only three locations of this much-loved French retailer in the States. The outpost in West Hollywood—just off bustling Melrose—feels like a general store, with cement floors and simple iron fixtures. It's an appropriate backdrop for the wildly chic, straightforward

wares, which are cut in utilitarian shapes (streamlined printed smocks, perfectly draped trench coats). **619 N. Croft Ave., 323-297-0414, apc.fr**

3. Alexander McQueen This 2008 addition to West Hollywood looks like it was carved from a single piece of white material. It's an inspired and streamlined setting for the highly structured silhouettes, though we're particularly taken with his forward-thinking accessories. **8379 Melrose Ave., 323-782-4983, alexandermcqueen.com**

4. Balenciaga There was a ton of hype when Balenciaga opened in early 2008, and the excitement was entirely justified. The space is huge, supremely cool (it's dotted with asteroid-like tables and has an exposed wood-beam ceiling), and packed with teetering stilettos and zipper-festooned handbags. **8670 Melrose Ave., 310-854-0557, balenciaga.com**

5. BCBG Max Azria The Beverly Hills branch is BCBG Max Azria's official flagship, but we like the glam new Melrose location best: It has piles of long dresses, along with more casual tops and countless bags and shoes. **8400 Melrose Ave., 323-782-0238, bcbg.com; plus other locations**

6. Beckley At celebrated L.A. restaurateur Melissa Richardson's first foray into retail, a fairyland theme prevails. Rebecca Minkoff bags rest on oversize crickets; a silver tree is dotted with Rupert Sanderson heels; and soaring sheets of metal with laser cutouts of flowers snake through the rooms, separating the eveningwear (Zac Posen gowns) from the casual selects (Paul & Joe tops). **8620 Melrose Ave., 310-652-3500**

7. Bird The three tiny floors here are like staggered balconies (a staircase winds around the open center)—which, appropriately enough, makes this spot feel like a birdcage. The inventory has a cool magpie sensibility, too: There are Gary Graham dresses in soft peaches, cotton tops from Beatriz, and Servane Gaxotte necklace pendants of metal dolls in one-of-a-kind outfits. **8428 Melrose Pl., 323-651-9920, birdla.com**

8. Catherine Malandrino Lime green walls and cascades of pendant lamps set an opulent mood at this French designer's Hollywood space. Malandrino is known for a louche yet elegant aesthetic, which shows up on multitiered chiffon dresses and silk tunics. **8644 W. Sunset Blvd., 310-360-1037, catherinemalandrino.com**

9. Chanel While the fabled Beverly Hills outpost of Chanel carries its complete collection of clothing, the Robertson offshoot, which opened in 2008, is based on an entirely different premise. Espousing a gallery-like approach, the store's interior shifts frequently to match a constantly rotating, carefully curated array of goods, with an emphasis on handbags, jewelry, and shoes. **125 N. Robertson Blvd., 310-278-5505, chanel.com**

10. Costume National Unconventional but fuss-free menswear-based shapes are Costume National mainstays, and they're all housed

West Hollywood (cont'd)

in this slick, uncluttered shop. We particularly love the ankle booties and slouchy clutches that are as chic as they are low-key. **8920 Melrose Ave., 310-273-0100**

11. Creatures of Comfort The rolling racks are painted neon yellow, LD Tuttle and Repetto shoes arch across the floor in rainbow formation, and a looming shelving unit—made from cardboard boxes held together with binder clips—houses satchels and totes at this three-year-old retailer. The clothing here is just as artily undone: Voluminous tunics from Isabel Marant hang next to Bernhard Wilhelm tuxedo pants. For those who appreciate a gallery-girl aesthetic, this is a bit of a mother ship. **7971 Melrose Ave., 323-655-7855, creaturesofcomfort.us**

12. Diane von Furstenberg Diane von Furstenberg may have one of the most recognizable names in fashion, but there are only four DVF shops in the U.S. The Los Angeles outpost is all-white and sleek, which creates a canvas-like background for her winningly bright colors and patterns, all splashed across wrap dresses and billowy tops. **8407 Melrose Ave., 323-951-1947, dvf.com**

13. Diavolina For the last decade, Diavolina—which started out on La Brea before landing on Robertson—has been *the* spot in town for a superlative roster of high-end shoe lines. The leopard-print-carpeted place also holds a slew of well-chosen clothing brands, including Alexander Wang, Grai, and Society for Rational Dress. **156 S. Robertson Blvd., 310-550-1341**

14. Foley + Corinna Dana Foley and Anna Corinna Sellinger met at a New York City flea market, where Foley was selling her handmade skirts and Corinna was dealing in vintage. More than 10 years later, they have two headily glamorous stores—the first is in Manhattan—to show for their winning collaboration. Corinna Sellinger still sources all the antique Mexican tops, while Foley turns out draped blouses and sexy dresses. **8117 Melrose Ave., 323-944-0169**

15. Fred Segal A celebrity-trafficked café and an in-store outpost of Ron Herman that's packed with equal doses of evening gowns and denim make this vine-covered institution feel quintessentially L.A. **8100 Melrose Ave., 323-651-4129, ronherman.com**

16. HLNLR Everything about the newly opened HLNLR is futuristic, from the Transformer-style robots in the windows to its green execution (the building is solar-powered and constructed from renewable materials, and many of the pieces are eco-friendly). The enterprise also gets high marks for its airily stocked shelves dotted with one-of-a-kind, avant-garde items like Preen smocked blouses and Sydney Los Angeles graphic sweaters. **474 N. Robertson Blvd., 310-652-0064**

17. Jenni Kayne Only a year old, this sustainably built emporium, which is earthy in the most fabulous sense—slatted bamboo ceilings, colossal skylights, a cozy seating area—houses the entire Jenni Kayne

collection of cashmere sweaters and patchwork evening gowns, along with an exquisitely curated selection of gifts. Swans Island throws, Raymond Pettibon coffee-table books, and rose-cut diamond earrings from Lena Wald are all here. **614 N. Almont Dr., 310-860-0123**

18. Marc by Marc Jacobs and **19. Marc Jacobs** The more affordable Marc by Marc Jacobs occupies a huge, concrete building on Melrose, loaded with the complete collection along with the super-cheap items that it's now famous for (rain boots, kitschy key chains, rhinestone bracelets). The luxe signature Marc Jacobs line is tucked away around the corner on Melrose Place in a fancy, ivy-coated building. **8410 Melrose Pl., 323-653-0100; 8400 Melrose Pl., 323-653-5100**

20. Marni Undone elegance is the prevailing theme of the pieces here, which look like they'd belong in a hip galleryite's closet. They have a knack for stunning embellishments, whether it's an unfinished hem or an asymmetrical smattering of stones around a neckline. At the Los Angeles space, the racks billow across the wall in S-curves, and standout pieces dangle from the ceiling. **8460 Melrose Ave., 323-782-1101, marni.com**

21. Nanette Lepore Despite its glam, chandelier-strung interior, this collection always incorporates a folkloric theme, employing unusual, handmade-looking accents to make each piece feel unique. There are knit sweaters edged with pom-poms, fur-trimmed boleros, and floral-print gowns inset with lace. **8420 Melrose Ave., 323-653-3007, nanettelepore.com**

22. Opening Ceremony When Opening Ceremony debuted in New York in 2002, it was the first shop to rotate themes, and while there are now emulators, it still does it best. Each year, the focus shifts to talent from a different country (the store's favorite lines stick around to join a home team of sorts). This fall, it's devoted to Japan, with labels like Cosmic Wonder and Hiromi Tsuyoshi. The L.A. offshoot dwells in Charlie Chaplin's old dance studio, which makes for a cool, warren-like shopping experience; upstairs is a minimall, with in-store boutiques for Mayle, Topshop, and Acne. **451 N. La Cienega Blvd., 310-652-1120**

23. Reiss Though it has nearly 50 stores in Britain, this resource for timelessly appealing worked dresses and tops is still under the radar in the United States. As of this fall there are only nine branches scattered across the States, including the beautifully appointed emporium here. **145 N. Robertson Blvd., 310-276-0060, reiss.co.uk**

24. Roseark Previously known as Kaviar & Kind, this relocated enterprise is still as frequented by celebrities and stylists as the original. Set in a 5,000-square-foot bungalow surrounded by a jungly garden, the store delivers much more than the jewelry that first earned it its following: It's also a great resource for Jesse Kamm's silhouette-skimming clothing and handbags by Bird. **1111 N. Crescent Heights Blvd., 323-822-3600**

25. Sienna Carter Hancock and Jennifer Mastracco are both Theory alums; they're also both from the South, which explains the ultra-clean yet archly feminine aesthetic behind their two-year-old shop. There are high-waisted skirts from Jenny Han, gauzy sweaters by Pencey, and straightforward McGinn peacoats. **8908 Melrose Ave., 310-550-8355, shopsienna.com**

26. Stacey Todd Stacey Feldman comes from a fashion family (her father, Norman Todd, designed everything Mary Tyler Moore wore on her TV show), but her boutiques embody Feldman's own point of view. The entire palette is muted and gray, from the washed wood floors to the slate-hued Stella McCartney sweaters and sequin-studded Alexander Wang sweatshirts. Farther down the street, she has a home goods spot and a denim bar. **13025 Ventura Blvd., 818-981-7567; Home: 13029 Ventura Blvd., 818-906-7596; Denim: 13019 Ventura Blvd., 818-981-7159**

27. Stella McCartney A botanical-garden-esque setting is the perfect showcase for Stella McCartney's cruelty-free accessories—all of her shoes and handbags are vegan, though you'd never know it from looking at them. And all are deftly mixed with her gorgeously polished cocktail dresses and tailored jackets. **8823 W. Beverly Blvd., 310-273-7051, stellamccartney.com**

28. Theory The Melrose location of this shrine to impeccably tailored work separates is the West Coast flagship, and it's also one of the least traditional. Special collections can always be found here. **8428 Melrose Ave., 323-782-0163, theory.com; plus other locations**

29. Vionnet Delia Seaman has been a dominant force in L.A. retail for ages: first at trendsetting Curve and then at Delia, which shuttered last year. Her deeply romantic taste is still in full swing at the wallpapered Vionnet, which she's kept stocked with beaded bed jackets and lace-edged slips since 2001. Besides her own collection, Decolette, you can shop for La Perla lingerie and dresses by Lela Rose and Vera Wang. **158 N. Robertson Blvd., 310-289-9202**

30. Wanna Buy a Watch This old-school joint specializes in highly sought-after vintage watches, particularly Rolexes from the '60s and '70s. Plus, the owners can custom-dye watch faces, which means that you can get yours outfitted with a pale lavender or cherry red dial. **8465 Melrose Ave., 323-653-0467, wannabuyawatch.com**

31. Xin Staffed with some of the nicest people in town, this eight-year-old minimalist venue has always been a staunch supporter of local artists and designers. Beyond the house line Issho, which consists of perfectly draped dresses and sweaters, the shop stocks a handful of pieces you won't find anywhere else. **8064 Melrose Ave., 323-653-2188, xinboutique.com**