

# East Hampton, NY

**1. Bellhaus** This 2008 arrival is way off East Hampton's main shopping drag, but it's worth seeking out for the range of items you're sometimes hard-pressed to find in New York City proper, like Pierre Hardy gladiator sandals, Vincent Longo lip glosses, and Tomas Maier bikinis. **328 Montauk Hwy. WAINSCOTT 631-537-5050**

**2. Blue & Cream** Jeff Goldstein's popular Hamptons boutique—which now has a sister shop in NYC's East Village—is split into two rooms. The first is all Hervé Léger dresses, super-soft Kain T-shirts, and Alexander Wang blazers; the other is theoretically for guys, though there are limited-edition Nike Dunks and Ksubi sunglasses that work for women, too. **60 The Circle, 631-329-1392, blueandcream.com**

**3. Calypso Home** Ikat pillows, pounded silver serving platters, plus the house line of fragrances and candles are all excellent houseguest gift options—and all plentiful at Calypso Home's only Long Island outpost. **17 Newtown Ln., 631-324-8146**

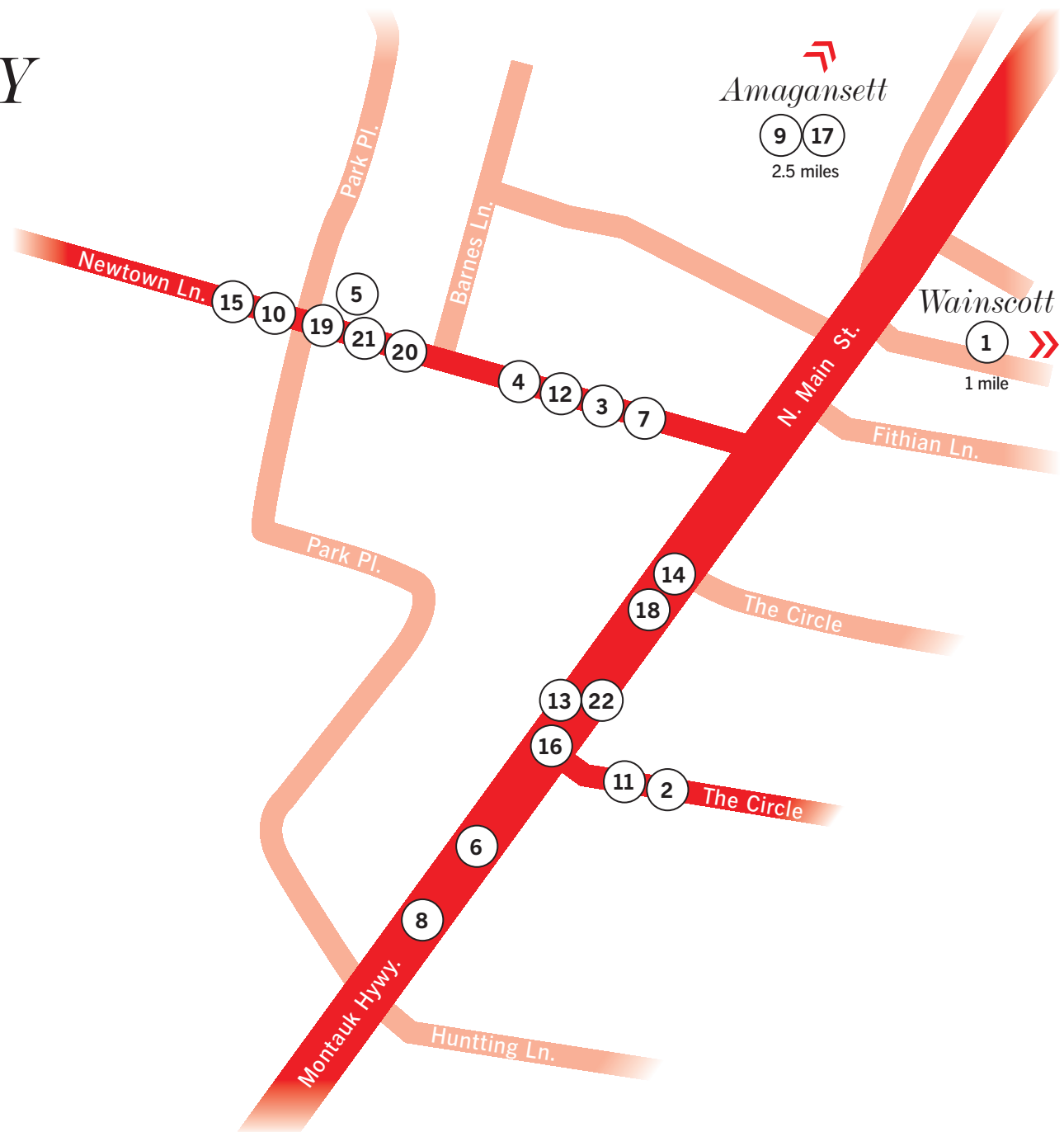
**4. Catherine Malandrino** This French designer's easy elegance—chiffon dresses with delicately beaded collars, crisp white pants, and jewel-toned blouses—perfectly embodies the dress code for impromptu dinner parties and beach barbecues. **25 Newtown Ln., 631-329-6990, catherinemalandrino.com**

**5. Coach** This recently revamped boutique is packed with a summer-centric mix of oversize sunglasses, straw totes, and silk scarves—in Coach's signature, hyper-bright shades. **50 Newtown Ln., 631-329-1777, coach.com**

**6. Cynthia Rowley** Perhaps the ultimate destination for summery cocktail dresses—some are printed with picnic plaids, others are decorated with embroidery—this boutique oozes perfect Hamptons style. **79 Main St., 631-324-1722, cynthiarowley.com**

**7. Henry Lehr** These boutiques now blanket the East Coast—which makes perfect sense, since Henry Lehr was one of the first (way back in 1989) to display an entire wall of denim. The East Hampton branch offers much more than just jeans, like cashmere cardigans by Vince and slightly rumpled Golden Goose button-downs. **16 Newtown Ln., 631-329-5424**

**8. Intermix** One of America's most popular boutique chains, Intermix tailors its Hamptons mix with on-trend picks from designers like Diane von Furstenberg, Stella McCartney, and Elise Overland. **87 Main St., 631-907-8025**



## East Hampton, NY (cont'd)

- 9. Jarlathdan** Before launching this exquisite home goods store in 2004, Jarlath Mellett was the design director for Theory. This in part explains his take on interiors: The store serves up clean-lined furniture and then a wonderfully over-the-top wash of accessories, like cerulean goblets and ceramic busts. **255 Main St. AMAGANSETT 631-267-6455**
- 10. James Perse** All of James Perse's neutral-hued boutiques—from the one in the Malibu Country Mart to his Bleecker Street shop in New York City—subscribe to the same surf-shack aesthetic: weather-beaten wooden floors, lattice-like walls, and a scattering of surfboards. And, since the much-loved broken-in T-shirts are perfect for the beach, the East Hampton store has a particularly deep selection of them. **56 Newtown Ln., 631-907-9270, jamesperse.com**
- 11. Jill Stuart** From filmy tops edged in lace to satiny party dresses, the looks here are feminine and sophisticated. As one of only two Jill Stuart boutiques in the country, it also has a slew of picks from the impossible-to-find accessories collection, like blue suede purses and fantastic ankle booties. **62 The Circle, 631-267-3100**
- 12. Madewell** J.Crew's sister store, Madewell is famous for its slightly more street-inspired, less-preppy take on staples. Most of the shelf space is devoted to denim in innumerable cuts and colors, perfect-fitting T-shirts, and scarves, though this Memorial Day addition also promises loads of special beach fare, like bikinis, rope bracelets, and basket bags. **20 Newtown Ln., 631-324-0363**
- 13. Malia Mills** Consult with the incredible women in this shop and you will walk out with a bathing suit that fits perfectly, and that looks and feels amazing—end of story. This tiny shop is packed with all of the brand's most popular cuts, conveniently sold as separates and in bra sizes in every conceivable color and pattern. **55 Main St., 800-685-3479, maliamills.com**
- 14. Polo Country Store** Ralph Lauren passes his summers in Montauk, which means that more often than not, you'll see his yellow Porsche parked on Main Street and the man himself buzzing between his four East Hampton shops (including a children's boutique at 45 Main Street). The Country Store fills a meandering, multi-room space and stocks everything from logo-bedecked T-shirts to antique lace shawls. **31-33 Main St., 631-324-1222**
- 15. Roberta Freymann** Freymann got her start on New York's Upper East Side, where she sold treasures from her

- travels through the Far East out of a second-floor space. One gigantic cult-following later, she now has four eponymous boutiques: The East Hampton outpost is enormous, carrying a comprehensive array of her block-printed quilts, kurtas, and exotic jewelry. **66 Newtown Ln., 631-329-5828**
- 16. RRL** Occupying a shack-like structure on Main Street that looks like it was lifted right out of an old Western Gold Rush town, this spot feels like an extension of Ralph Lauren's actual closet in Telluride, Colorado. It's dark and moody inside, with everything from turquoise studded belts to hyper-soft chambray shirts. **57 Main St., 631-907-9201**
- 17. Rube** This Amagansett shop, which opened in 2007, nails an elegantly undone, industrial aesthetic, with dark wood floors and deep, apothecary-like shelves. The apparel is equally simple and stunning, including shirtdresses, leather ballet flats, and Belstaff jackets. **156 Main St. AMAGANSETT 631-267-6117**
- 18. Rugby** There are still only a handful of Rugbys in the country, which is one of the reasons that this 2008 arrival was so highly anticipated. It's gigantic and packed with prep school standards, like patch-emblazoned polos, floral-printed sundresses, and trim little blazers. **32 Main St., 631-907-0960**
- 19. Scoop Beach** This boutique's Hamptons branch subscribes to a primarily neutral-hued palette. There are frothy white peasant skirts, sequined silver tanks, and ice buckets that have been repurposed to hold hundreds of pairs of flip-flops. **51 Newtown Ln., 631-329-6800**
- 20. Theory** Easy, clean-lined separates are what made Theory a household name, and that's still what it does best: T-shirt dresses, well-cut khakis, and simple-but-gorgeous jewel-tone crewneck sweaters are standouts. **46 Newtown Ln., 631-324-3285, theory.com**
- 21. Tory Burch** Channeling a '60s Palm Springs sensibility, Burch's T-stamped tunics and minidresses are something of a beach-town summer uniform. There's lots here to remedy any packing oversights, too, like cover-ups, bathing suits, sandals, and towels. **47 Newtown Ln., 631-907-9150, toryburch.com**
- 22. Turpan** At first glance, Turpan looks like a kitchen store, complete with ergonomic salt and pepper shakers and enamel-handled French cheese knives. But closer inspection reveals Comme des Garçons wallets, Tom Binns necklaces, and lush Lutz & Patmos sweaters. **55 Main St., 631-324-2444**