

Montauk, NY



- 1. Calypso St. Barth** Calypso boutiques are dotted all along the East End, primarily because their eponymous collection of silk wrap dresses, tie-dyed scarves, and paper-thin cashmere cardigans works so well at the beach (after all, the chainlet was born in St. Barth's). 99 The Plaza, 631-668-4999, calypso-celle.com
- 2. Screaming Mimi's** In a bungalow that's one of the first things you see as you drive into Montauk, Screaming Mimi's is aptly marked by a longboard (Montauk is *the* place in the Hamptons to surf). The vintage shop is revered for its '70s sunglasses and exuberantly patterned party dresses. 662 Montauk Hwy., 631-668-1631, screamingmimis.com
- 3. Share With ... Montauk** Opening with little fanfare last summer, this cute seashore-inspired spot—owned by former Calypso designer Joelle Klein—emphasizes free-trade, locally produced, and sustainable goods. There are striped boating shirts from Brittany, patent-and-cork sandals, and a host of Mario Badescu face creams. 764 Montauk Hwy., 631-668-2205
- 4. Tracy Feith** Tropically printed dresses are perennials from this Hamptons-friendly designer—and the uniform at the much-hyped hotel and restaurant Surf Lodge in Montauk, where Feith's boutique resides. The decor is bright, airy, and filled with greenery, lending it the feel of a fabulous beachside cabana. 183 Edgemere St., 631-668-2632