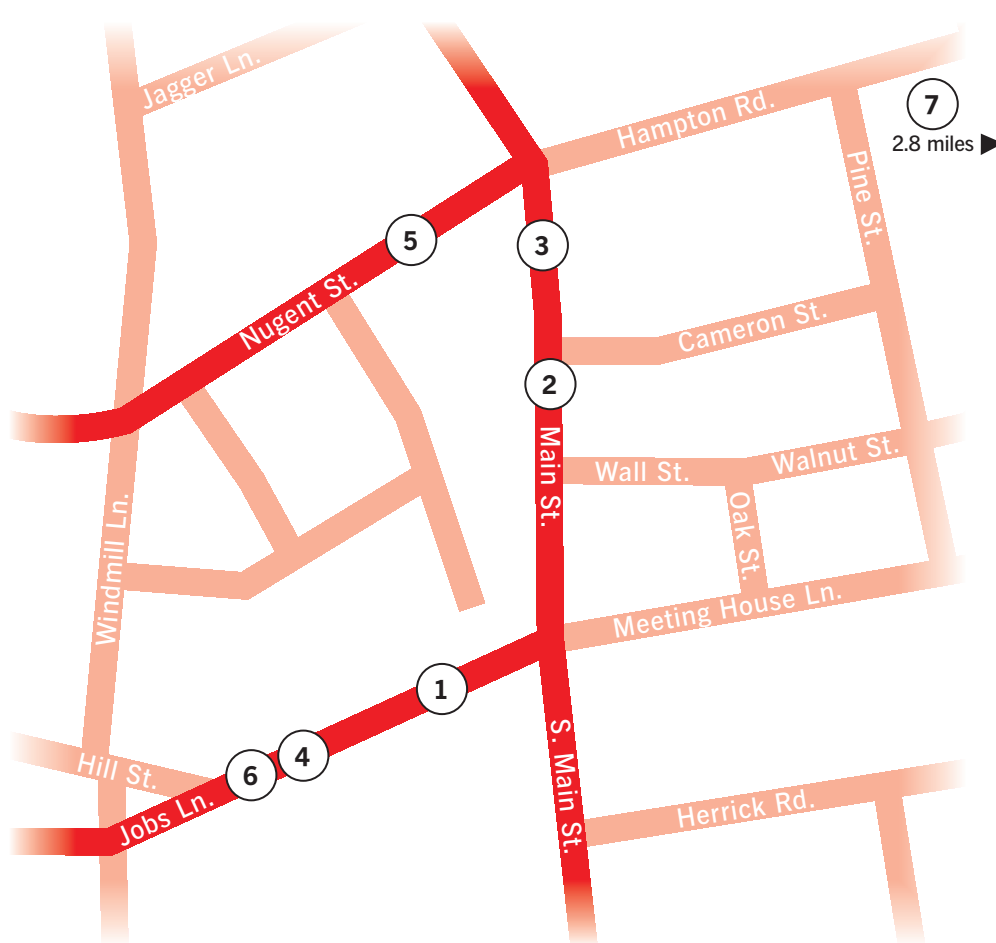


Southampton, NY



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). **24 Jobs Ln., 631-283-4321, calypso-celle.com**

2. 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. **64 Main St., 631-283-8510**

3. J.Crew-at-the-beach As the name modification suggests, most of the merchandise at the J.Crew shops in the Hamptons is beachy. Beyond the bikinis and flip-flops, however, there's a rainbow array of summer-weight cashmere cardigans, along with coral-hued sundresses and patent flats. **84B Main St., 631-287-2869, jcrew.com**

4. 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. **53 Jobs Ln., 631-259-3759, maliamills.com**

5. Smith Smith is just about the last store you'd ever expect to find in the big-name-designer-heavy town of Southampton: It's closet-size and hidden and teeming with really beautiful, delicate pieces of clothing (most of which are one-off and handsewn right in the middle of the store by owner Alissa Smith). **28 Nugent St., 631-283-1510**

6. 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-toned crewneck sweaters are standouts. **60 Jobs Ln., 631-287-5121, theory.com**

7. Yigal Azrouël Just off Route 27, this 2008 arrival occupies a gorgeously appointed former home that feels more like a barn turned artist studio. Hostess-gift-appropriate selects like DL & Co. candles, coffee-table books, and scarves are carefully arranged on trestle tables, while the house line of beautifully tailored clothing is arranged on the airy racks. **700 Montauk Hwy. WATER MILL 631-726-6250, yigal-azrouel.com**