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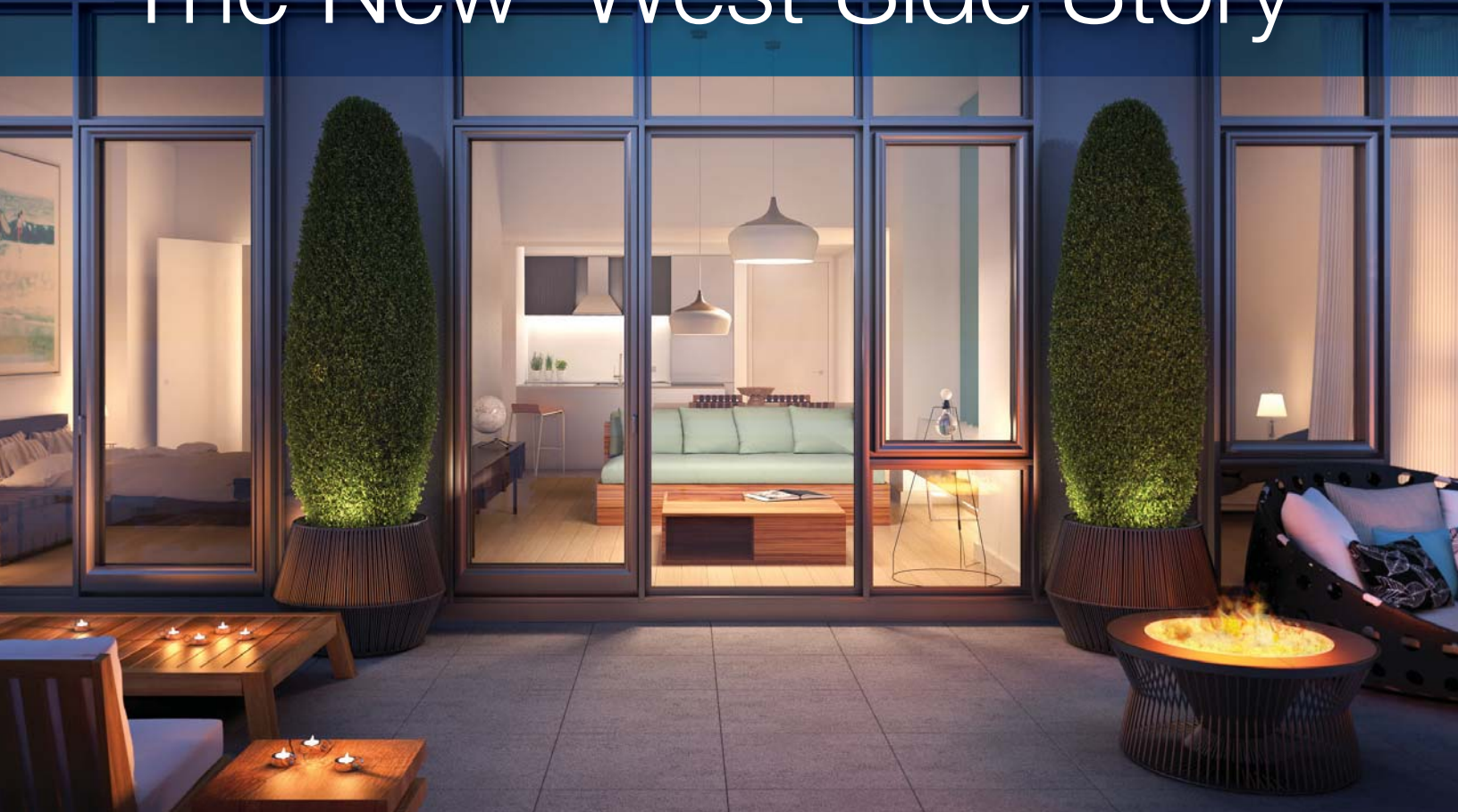
RESIDENTIAL

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540 WEST

The New 'West Side Story'



PIPPIN VINTAGE JEWELRY

DISTRICTS FOR DESIGNERS



FAITH'S FASHION FOCUS:

Charming Chelsea

One of our oldest neighborhoods is one of our busiest - and most attractive for artists, shoppers and lovers of fine dining. Chelsea provides something for everyone, including a surprising connection to a classic Christmas poem!

ABOUT CHELSEA

Located on the West Side of Manhattan, Chelsea is approximately bounded by 14th Street to the south, 30th Street to the north, Seventh Avenue to the east, and the Hudson River and West Street to the west.

The entire neighborhood was named after the estate and house of retired British Major

Thomas Clarke, who purchased the land in 1750, and dubbed it Chelsea in honor of the London district. In time, the house was the birthplace of direct descendant Clement Clarke Moore, the author of "A Visit from St. Nicholas." ("Twas the night before Christmas, and all through the house ...") The family began developing the acreage



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into townhouses, with a strong industrial component by the Mid-19th Century. Later in the 1800s, a theater district had formed and early movie studios followed by World War I.

Apartment buildings came next, forming the basis of the Chelsea we know today, a hub of high-tech and arts, with an eclectic mix of retail and galleries that has expanded into the Meatpacking District, which deserves its own separate story!

SHOP CHELSEA

Chelsea provides such a varied experience of retail along its avenues and streets, so it makes sense to discuss the retail by theme rather than walking along major boulevards.

No visit, however, is complete without a visit to the local “mall” – **Chelsea Market** (75 Ninth Avenue), which houses an eclectic mix of retailers and dining experiences. Retailers combine fashion (**Anthropologie**), books (**Posman**) and home items (**Bowery Kitchen Supply**) with bakeries including **Amy’s**, **Doughnuttery** and **Sarabeth’s**, and restaurants such as **Morimoto** and **Friedman’s Lunch**.

Fashionable men will want to stop by **Behaviour** (160 Ninth Avenue), founded by designer Chad Vo. **Parke & Ronen’s** (176 Ninth Avenue) menswear features beautiful fabrics and a perfect fit.

Find lovely lingerie at **Sugar Cookies** (203 West 19th Street). Or pop in for vintage jewelry and accessories at **Pippin** (112 West 17th Street).

Looking for vintage? Check out **Second Time Around** (94 Seventh Avenue), which offers both downtown style such as Topshop as well as classic haute styles from lines including Lanvin and Vuitton – all at amazing prices. **Buffalo Exchange** (114 West 26th Street) lets its shoppers trade in or sell their used clothing – then use the cash to shop some more! You never know what apparel you’ll find at **Rags-A-Gogo** (218 West 14th Street) – from vintage concert T-shirts to ugly Christmas sweaters.

And if you’re in need of home décor, this is your neighborhood, whether your

style is antique, retro or ultra-contemporary. The **Jensen-Lewis** showroom (89 Seventh Avenue) focuses on clean lines reminiscent of the mid-20th century (think *Mad Men*). On the weekends, stop by **Antiques Garage’s** open-air Flea Market, open year-round with up to 125 vendors. **Mantiques Modern** (146 West 22nd Street) focuses on 20th century design, with items from the classic to the truly odd (a skull?). The perfect accents for the home, from furniture to lighting to artwork, can be found at **Nest Interiors** (172A Ninth Avenue). **Gracious Home** (45 West 25th Street) is New York’s go-to store for décor and useful items such as snow shovels, patio chairs and more – and interior design services. **Pottery Barn** (100-104 Seventh Avenue) is the local branch of the national home furnishings chain.

Visit **Story** (144 Tenth Avenue) regularly – it’s a shop that, like a magazine, has different “editions” (selling different merchandise).

Take care of your skin from top to toe at **Malin+ Goetz** (177 Seventh Avenue). Or check out **New London Pharmacy** (246 Eighth Avenue), which combines natural remedies and homeopathy with traditional medical services. **Arcadia Spa and Home** (228 Eighth Avenue) combines terrific personal care, jewelry and even garden items.

Want something to read? **192 Books** (192 Tenth Avenue) is the epitome of the small local bookshop, with readings, signings, group meetings, and a terrific selection. **Printed Matter** (195 Tenth Avenue) features artists books and posters. Beautiful greeting cards and stationery can be found at **Papyrus** (641 Sixth Avenue).

But what Soho is really about is art galleries – the area really has replaced Soho as the place to find the best in contemporary art. A stroll along West 27th Street will bring you to such vendors as **Aperture** with a focus on classic and current photography or **Ceres**, which features women’s art at 547 West 27th Street. **Paul Kasmin Gallery** features artists including Andy Warhol at 515. The **Nancy Hoffman Gallery** shows various media, including paintings, sculpture, photo-

graphs and video, in a streetfront location at 520.

On West 28th Street, the **Carter Burden Gallery** (formerly Gallery 307) is a showcase for older professional artists at 548, also the home to **Viridian Artists**, where contemporary art can be admired and acquired. One block north, West 29th Street features exception art at **Cristin Tierney** (546), **David Nolan New York** (527) and **Skylight Gallery** (538), among others.

DINE IN CHELSEA

Almost better than shopping in Chelsea is eating there! This is true residential area, so we have a mix of quick takeout (hello, Chelsea Market) to some of the best restaurants in the city. Chef Marc Meyer’s **Tenth Avenue Cookshop** (156 10th Avenue) focuses on sustainability and locally grown ingredients. **Colicchio & Sons** (85 10th Avenue) offers Tom Colicchio’s American cuisine, sharing an address with Batali/Bastianich joint venture **Del Posto**. **Bodega Negra** features cuisine from regions of Mexico at the Dream Downtown (355 West 16th Street). Go Asian at **Buddakan** in Chelsea Market (75 9th Avenue).

STAY IN CHELSEA

When it comes to hotels, this is the neighborhood of the affordable, or the boutique.

Dream Downtown (355 West 16th Street), located on the border of Chelsea and Meatpacking to the west, offers loft-style rooms and a great outdoor lounge. Next door, the **Maritime Hotel** (363 West 16th Street) has nautical-themed, but luxurious rooms, and TAO Downtown, one of the city’s hottest dining spots and clubs. **Hotel Indigo** (127 West 28th Street) is supremely comfortable, quiet, and sustainable. For those on a budget, the **Inn on 23rd** (131 West 23rd Street) is a family-operated bed-and-breakfast that has all the modern comforts. The **Courtyard New York Hotel/Chelsea** (135 West 30th) offers all you expect from this chain – and a location near both Chelsea and Herald Square.

Happy Shopping!