

TOP WOMEN IN COMMERCIAL REAL ESTATE



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DISTRICTS FOR DESIGNERS



FAITH'S
FASHION
FOCUS:

Nolita

Boutique Heaven



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One of the oldest neighborhoods in Manhattan also is one of the newest and trendiest: Nolita, abbreviated for North of Little Italy. Its history of Italian immigration is now enhanced by some of the greatest international names in shopping and dining.

ABOUT NOLITA

At times, it can be hard to distinguish Nolita from Soho, Noho or the Lower East Side. Generally, though, the neighborhood is considered to be bounded by Houston Street to the North, Broome Street to the south, on the east by Bowery and the west by Lafayette Street.

Not surprisingly, the neighborhood was once

an ethnically Italian neighborhood, home to St. Patrick's Old Cathedral, which had been the cathedral for New York City until the newer St. Patrick's opened uptown in 1879. Today Nolita has become in many respects Soho East, featuring the entrepreneurial bars, restaurants and shopping that had occupied Soho before rents exploded. It remains a haven for the unique boutique and

increasingly is becoming a location for designers who appeal to the young and trendy fashionistas who live here.

SHOP IN NOLITA

There are several main shopping thoroughfares in the area, but designers recently have flocked to Elizabeth Street, which runs vaguely north-south. **Erica Weiner's** store at 173 is more than a home for her jewelry – her grandmother was born down the street! **Barker Black** (198B) offers fine English footwear for men. **Raleigh** is the home for denim at 211. Also at 211, lovely lingerie is sold at **Bradellis**. **Unis** (226) is one stop-shopping for men's style. **Steven Alan's Women's** shop is at 230. Find skin care and cosmetics from Australia at **Aesop** (232). **Clare V** is from accessory designer Clare Vivier at 239. **Me & Ro** (241) is the ultimate local shop, with its stunning jewelry made 100% in New York City! Sportswear from Emmett McCarthy has a home at **EMc2** at 242. **Thomas Sires** (243) offers knits and gifts. Get great summer footwear at **Rainbow Sandals** (245). The scents at **Atelier Cologne** (247) feature a high proportion of precious oils, designed to evoke emotions and memories. Form meets function in the Norwegian apparel at **With & Wessel** (also 247). Every color in the rainbow can be found in the men's and women's socks at **The Sock Hop** (248).

Make your home as stylish as your apparel at **Haus Interior** (250). **Anya Ponorovskaya** (251) has contemporary clothing with a style worthy of an FIT graduate. Apparel, gifts and accessories with a Scandinavian flair are the ticket at **Ivana Helsinki** (also 251). At the same address, dress your child stylishly at **Soho Baby**. **Christian Siriano's** whimsical yet luxurious line is at his eponymous boutique (252). The most durable boots in the city are sold at **Wolverine** (254).

Get an entire outfit, from clothes to shoes at the youthful **Dolce Vita** (255). **Tory Burch** (257) has become a lifestyle empire, with apparel, accessories and home décor. **Condor** (259) hosts a number of contemporary apparel and accessory brands including IRO and Rebecca Minkoff. Look for hard-to-find international fashion labels at **Babel**

Fair (260). Like the look of fine gems but not the price tag? Drop in at **Gas Bijoux** (266) for terrific fashion jewelry. **Figure** (268) features designer Stephanie von Watzdorf's Mediterrean-inspired luxury apparel. **Love, Adorned** (269) has contemporary jewelry. Just off the block, **Rag & Bone** (73 Houston) is a modern take on British apparel.

Elsewhere, Bowery's run of restaurants and bars is interrupted by the apparel at **Anthropologie** (250), and the gift shop for the **New Museum** at 235. **Just Shades** (21 Spring Street) keeps your lamps stylish.

Look for more retailers on Mott Street. **Resurrection** (217) is one of the locations for vintage apparel in the city. **Kathryn Amberleigh's** handmade shoes have a home at 219. Need British-tailored menswear? It's at **Lord Willy's** (225). **Only Hearts'** lingerie and apparel are at 230. **Dyptique** (242) has a tiny boutique for its candles and jewels. **Rebecca Taylor's** apparel and accessories collection is at 260. **Fjallraven's** outerwear will get us through winters to come at 262, sharing an address with **A Détacher**, Monika Kowalska's shop for clothing and art. **Coclico** (275) offers fine footwear. Get a taste of Caribbean style at **Calypso St. Barth** (280). **Otte-Nolita** (281) carries designer apparel.

Mulberry Street has a number of shopping highlights. **Creatures of Comfort** (205) was born in Los Angeles, but its playful apparel is perfect for Nolita. Shop Australian goods even if you can't go Down Under at **B_Space** (219C). **Space Cowboy Boots** has custom footwear for John Wayne wannabes (and women, too) at 234. Find more menswear at **White Chalk** (240).

Prince Street's retail leads right into Soho, but the Nolita end retains the neighborhood's casual feel. **Miss Hoe's** (2) playful, vintage-feeling clothing and accessories are unique. **Haute Hippie's** (9) apparel will make you look like a world traveler. **Maje's** (10) clothing tells a story of French chic. **Red Flower** (13) has exceptional natural beauty products. **Helmut Lang's** distinctive apparel for men and women can be found at 14. **Vince** (16) brings distinctive design to

apparel basics. **Gant** (25) has durable casual wear. **Sigerson Morrison** will have you shod in stylish heels and flats at 28. Look very shortly (if it isn't already open) for spectacular bags at **Will Leather Goods** (29). **McNally Jackson** (52) is that increasingly rare phenomenon, an independent bookstore – and a terrific one! **Pinkyotto** (49) has affordable, vintage-inspired clothing. Do Kham (51) features apparel and other treasures from Tibet.

DINE IN NOLITA

Of course you have a number of Italian eateries in this neighborhood. **Torrisi** (250 Mulberry Street) is cozy but the ultimate luxe Italian experience. Next door and from the same team, **Parm** (248 Mulberry) has a more casual take. **Rubirosa** (235 Mulberry) is a pizzeria that's been family owned for decades. **Lombardi's Pizza** (32 Spring Street) was the first Pizzeria in the United States. **Balaboosta's** cuisine (214 Mulberry) is a touch Mediterranean, a touch Middle Eastern. **Musket Room** (265 Elizabeth Street) offers the cuisine of New Zealand.

Black Seed (170 Elizabeth Street) offers wood-fired bagels. The menu at **Public** (210 Elizabeth Street) takes elements from cuisines around the world. At **Maison O**, sashimi meets karaoke, at 98 Kenmare Street. Vegans just love the salads at **Chop't** (54 Spring Street). **Jacques 1534** (20) is a French gastropub. **Taim** (45 Spring Street) has some of the falafel and smoothies in the city. **Uncle Boon's** (7 Spring) satisfies your craving for Thai.

STAY IN NOLITA

Look for smaller hotels in the area or stay nearby in Soho. For luxury, look to the **Nolitan** (30 Kenmare Street). On a budget, **Bowery House** (220 Bowery) provides historic accommodations. Or visit the **Sohotel** (341 Broome Street), located in a landmark building. In Soho, consider the luxurious and high-tech **Crosby Street Hotel** (79 Crosby Street), the elegant **Mondrian Soho** (9 Crosby Street), or the **Mercer**, sister hotel to the Chateau Marmont in Los Angeles.

Nolita is a small neighborhood with a lot to see. Take the time to explore. Happy Shopping!