

CITY
GUIDE

shopping San Francisco

The No. 1 city for brights, vintage and artisanal everything. —JENNA GOTTLIEB

Flamingo-print dress, \$214, Harlyn. Seedstore, seedstoresf.com



"Pochi-mon" clutches, \$48 each, Ikuyo Ejiri. Acre/SF, shopacrimony.com



GENERAL STORE

ACRE/SF

It's a literal hike to this hip new Telegraph Hill boutique (the sister to indie-designer store Acrimony). But edgy Funktional tops, Joomi Lim cuffs and stunning views make the climb seriously worth it. 301 Union St., 415-875-9590, acresf.com

AZALEA

This is easily the best spot in town for cute, super-affordable staples—velvet blazers (\$88), Blank skinny jeans (\$81), Icco quilted bags (\$54). 411 Hayes St., 415-861-9888, azaleasf.com

BELL JAR

Styled like a Victorian boudoir, this beloved Mission boutique specializes in all things super-girly—from flirty Dolce Vita dresses to Jane soaps and antique perfume bottles. 3187 16th St., 415-626-1749, belljarsf.com

CONIFER

Former Built by Wendy sales director Amy Mautz fills her airy Cow Hollow shop with relaxed, on-trend clothing from Lauren Moffatt and Ace & Jig and the Rachel Comey boots you want to

wear with them. 2848 Webster St., 415-922-1892, conifershop.com

CRIS CONSIGNMENT

The prices at this sophisticated boutique for pre-owned designer pieces are steep, but justly so. You won't find vintage Dries Van Noten coats or Chanel heels in better condition. 2056 Polk St., 415-474-1191, crisconsignment.com

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It's eensy, but we spent an hour in this *continued...*

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NIDA

Elizabeth Street
Cosmetics
lip glosses,
\$23 each,
raredevice.net



"Willem"
shorts, \$485,
ericatanov.com

quirky, gifty shop, exploring gallery-style displays of stick-on mustaches, Lego-like zip drives and DIY terrarium kits. *855 Valencia St., 415-671-5384, curiosityshoppeonline.com*

DISH

The stellar edit of small, under-the-radar lines (Rhié, Nellie Partow, Ali Golden)

keeps this 10-year-old contemporary boutique one of the city's freshest. *541 Hayes St., 415-252-5997, dishboutique.com*

EDEN & EDEN

British owner Rachel Eden packs the best of London into her Jackson Square shop. Find Tatty Devine Lucite necklaces, Donna Willson printed pillows and Mimi English schoolgirl-style satchels. *560 Jackson St., 415-983-0490, edenandeden.com*

ERICA TANOV

No one captures San Francisco's

boho-chic aesthetic like this celebrated local designer. Her metallic-thread sweaters, flowy dresses and vintagey quilts perfectly blend free-spirited and luxe. *2408 Fillmore St., 415-674-1228, ericatanov.com*

GENERAL STORE

Shops like this dreamy boutique—featuring delicate Kathleen Whitaker studs and Baggu leather pouches—are turning surfers' hangout Outer Sunset into the latest hipster day-trip destination. *4035 Judah St., 415-682-0600, shop-generalstore.com*

GIMME SHOES

The gorgeous, minimalist Fiorentini + Baker biker boots and Repetto leather flats aren't cheap. But think of it this way: They're practical enough to withstand the city's hills. *416 Hayes St., 415-864-0691, gimmeshoes.com*

GRAVEL & GOLD

Its famous boob-print tote is an epic SF souvenir, but this mostly artisan shop's tamer picks—Maria Schoettler calendars, Echo Park ceramics, craft-making classes—are equally memorable. *3266 21st St., 415-552-0112, gravelandgold.com*

HELD OVER

When the flower-power-ness of Haight-Ashbury makes you crave a '60s tee and cutoffs, head to this huge, affordable vintage mainstay for flowy '70s dresses (\$30), shredded Levi's (\$14) and tie-dye tops (\$10). *1543 Haight St., 415-864-0818*

IGIGI

Call ahead! This plus-size boutique selling local designer Yuliya Raquel's drapery cocktail dresses and wide-leg trousers (up to size 32) is by appointment only. *1547 Mission St., 415-692-5639, igigi.com*

continued...



So cute
with a
white tee!

LA BOUTIQUE

A bold contrast to the conservative antique stores that dominate Jackson Square, this new bi-level shop features edgy European separates (Firma blazers, Collection 66 neon tops) and rotating pop-up shops. *414 Jackson St., 415-693-9950, aboutique-galerie.com*

LOVE & LUXE

Embracing the Mission District's creative spirit, jewelry designer Betsy Barron's year-old space spotlights hammered silver pendants and stackable jeweled rings by local metalsmiths and offers an in-house custom-design service. *1169 Valencia St., 415-648-7781, loveandluxesf.com*

MARINE LAYER

Crafted from recycled materials at a nearby factory, this local T-shirt line's V-necks

and slim polka-dot oxfords fit beautifully and are ridiculously soft. *498 Hayes St., 415-829-7519, marinelayer.com*

MILL

Find preppy-cute stuff for tomboys—slouchy Chamala jeans, Gant blazers, red Keds—at this bright new women's spin-off of popular Castro men's shop Unionmade. *3751 24th St., 415-401-8920, millmercantile.com*

NIDA

More Left Bank than Hayes Valley, this long, narrow European designer boutique is lined with racks of Parisian-cool clothing from Vanessa Bruno, Carven and Iro. *544 Hayes St., 415-552-4670, nidaboutique.com*

THE PERISH TRUST

Picture a turn-of-the-century Oxford professor's study (antique typewriters



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and books, plus vintage-inspired leather armchairs—all of it for sale) with a back room full of Warby Parker glasses. *728 Divisadero St., theperishtrust.com*

PHILANTHROPIST

One hundred percent of this upscale boutique's profits (after operating costs) goes to Bay Area charities, making finds like Derek Lam tops and Alex Woo rings both investment-worthy and altruistic. *3751 Sacramento St., 415-441-1750, philanthropistboutique.com*

PRAIRIE COLLECTIVE

It's actually two stores in one: Magpie & Rye, which sells whimsical handmade tassel key chains and deerskin bucket bags, and Studio Choo, a florist popular among Lower Haight's marrieds-to-be. *262 Divisadero St., 415-701-8701, prairiecollective.com*

RAND + STATLER

Racks organized by cult-favorite line (Acne, Rick Owens, A.P.C.) and cases of armor-like

Pamela Love cuffs fill this spacious, fashion-forward sister to Azalea. *425 Hayes St., 415-634-0881, randandstatler.com*

RARE DEVICE

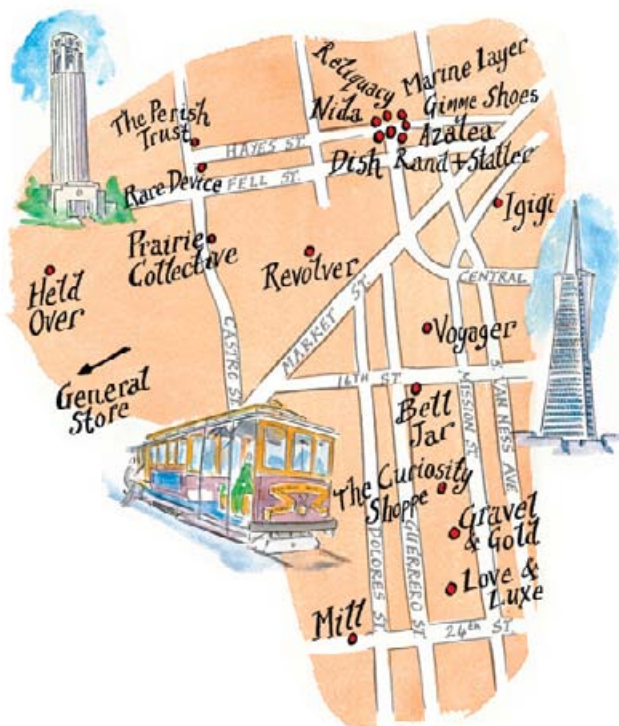
The colorful selection of initial pillows, forget-me-knot rings and Bourbon perfume oil means you never have to give another boring housewarming

continued...

"Alba" necklace, \$175, Studio Deseo. Reliquary, 415-431-4000



Silk dress, \$845, MSGM. Nida, 415-552-4670





RARE DEVICE



Heart key chains, \$8 each, A Mano. Workshop, workshop-sf.com

(or hostess, or just-because) gift again. 600 Divisadero St., 415-863-3969, raredevice.net

RELIQUARY

Nineteenth-century engagement rings and '70s Mexican tunics mingle with modern CP Shades linen tops and Clare Vivier bags at this enchanting, souk-like vintage-and-new boutique. 537 Octavia St., 415-431-4000, reliquarysf.com

REVOLVER

The heritagey selection—Dear Creatures smock dresses, Yuketen fleece backpacks, faded Denham jeans—is as coolly timeless as the Beatles album this boutique's named for. 136 Fillmore St., 415-578-3363, revolversf.com

SEEDSTORE

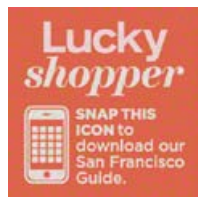
The Americana-varsity look extends from this new Inner Richmond boutique's school-locker and American-flag decor to piles of Golden Bear baseball jackets and Pendleton knits. 212 Clement St., 415-386-1600, seedstoresf.com

VOYAGER

If *Land of the Lost* featured a general store, it would be this woody, otherworldly space offering A-line Japanese coats, topaz knives and an octagonal surf-shop nook. 365 Valencia St., 415-779-2712, thevoyagershop.com

WORKSHOP

The global mix at this sunny Cow Hollow/Marina boutique—colorful Thai tribal pouches, Italian ballet flats, a house line of made-in-Nepal knits—looks like the haul of a glam world traveler. 2254 Union St., 415-561-9551, workshop-sf.com



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