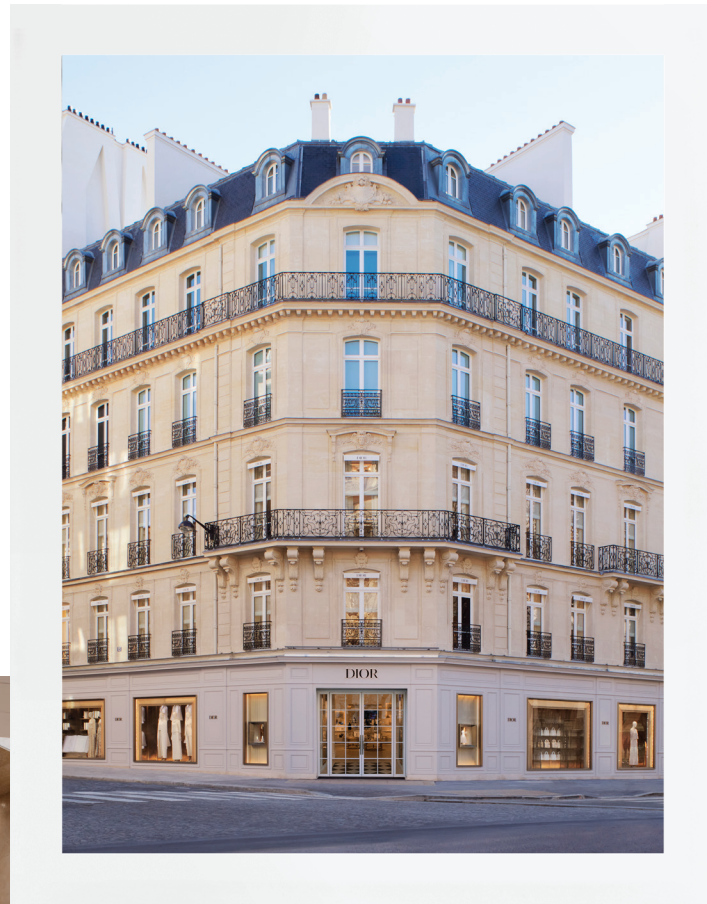


EDITED BY ALISON S. COHN

RETAIL *Renaissance*

The PANDEMIC heralded the death of IN-PERSON SHOPPING. But a NEW WAVE of highly CURATED, MULTIDIMENSIONAL, singularly IMMERSIVE BRICK-AND-MORTAR STORES is bringing it BACK to LIFE—and REVOLUTIONIZING the experience of BUYING CLOTHES.



Dior's Paris flagship, reimagined by architect Peter Marino

Despite much hand-wringing about the so-called retail apocalypse, we're entering a new golden age of bricks and mortar. After spending more than two and a half years clicking Instagram ads while lounging in pajamas, we're finding that the concept of getting off the couch and going out to experience the joys and pleasures of browsing, perusing, learning about, trying on, and purchasing great fashion in real life looks majorly appealing. Global luxury labels are turning flagships into physical manifestations of their universes that are filled with food, furniture, and lush gardens. They're starting conversations with customers and revealing the stories behind these houses in a whole new way. Across the U.S.—and around the world—-independent multibrand boutiques and monobrand stores are not just surviving but thriving; singular spaces invite visitors to touch and smell and taste and play. It would be impossible to provide a definitive list, but here are some of our favorite places to connect one-on-one with designers and store owners, discover a sense of community, and fall in love with actually going out and shopping again.

ALL IN ONE

To call **Dior's** reimagined Paris flagship a boutique is an understatement. Situated at 30 Avenue Montaigne, home to the French maison's couture salons and ateliers since Christian Dior unveiled his New Look in 1947, it is a shrine to the company's history (with a world-class fashion museum) and a testament to its prescience as a harbinger of fashion's future. Across galleries, each dedicated to a facet of the house's savoir faire, visitors can discover Dior's latest forays into ready-to-wear, couture, leather goods, jewelry, beauty (including treatments like micropeeling and LED masks), and furniture. Star chef Jean Imbert created the menus for a patisserie and restaurant inspired by the founder's favorite French cuisine. The five-story space radiates outward from a central spiral staircase, and guests can even immerse themselves in the world of Dior overnight in a private suite. This store is the fulfillment of everything Émile Zola dreamed of in his paean to Parisian retail, *The Ladies' Paradise*. And the way Dior customers can now interact with the house is writing the script for how consumers will engage with luxury in the decades to come.



CLOTHES FOR THE HOME

A growing number of stores are helping women conceptualize their living spaces as an extension of their personal style. **The Conservatory** in New York and Dallas offers what founder Brian Bolke terms a "curriculum" in the art of living well—from elegant Adam Lippes gowns to Lalique crystal cabochon vases. At the Dallas *wunderkammer* **Grange Hall**, Lydia Courteille jewels blend right in with Nymphenburg animal sculptures and Lee Hale bird-foot votives. Shoppable New York apartment **Arjé Home** features 50 shades of cream Re Jin Lee ceramics that complement the private-label shearling furniture and jackets. At Miami and L.A.'s **Mrs. Mandolin**, from Mandolin Aegean Bistro cofounder Anastasia Koutsoukias, it's all about Mediterranean-blue dinnerware to match the muse-worthy Zeus+Dione dresses. In Berkeley, California, **Tail of the Yak** has been selling vintage ribbons and embroidered Ukrainian textiles for half a century. Meanwhile, in the U.K., Amanda Brooks's shop **Cutter Brooks** in the Cotswolds has turned subdued English country-life staples like glazed pottery and rain ponchos into an aesthetic phenomenon.

Above: The Conservatory, Dallas.
Below: Dries Van Noten, Los Angeles.



MUSEUMLIKE STORES

Several retailers have evolved the store into a place to get immersed in art, design, and fashion education. **Dries Van Noten** in L.A. has become an arts destination, with gallery shows, film screenings, and an archive of hard-to-find garments. **The Row's** stores in New York, L.A., and London, decorated with Charlotte Perriand furniture and Isamu Noguchi sculptures, elucidate the way Ashley and Mary-Kate Olsen have modernized the silhouettes of 1920s Chanel and invented a new language of feminine minimalism. **Bode's** New York and L.A. spaces, by the design firm Green River Project, cofounded by Emily Adams Bode Aujla's husband, Aaron Aujla, encourage a more thoughtful style of consumerism in which the tags on antique textile garments have the enlightening pleasures of a museum placard. ➤

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RETAIL RENAISSANCE

INCREDIBLE CUSTOMER SERVICE

A great store associate is now at once a historian, fortune teller, and confidante. At the new **Hermès** New York flagship—an L-shaped fusion of a grand Federal-style bank and two townhouses—concierge Casey Legler is a curator guiding you through a world of products laid out in a series of opulent salons that take cues from Manhattan’s art-deco past and the city’s earliest skyscrapers. Legler can help you score store exclusives like a Kelly Mini Sellier bag with leather marquetry or a bespoke jukebox and can also get you a reservation at the private third-floor champagne bar. **Dover Street Market’s** global staff of connoisseurs—in New York, L.A., London, Paris, Tokyo, Beijing, and Singapore—will text you when the newest Undercover or Chopova Lowena pieces come in. Paris’s new **Balenciaga** couture shop provides a historic first: On-demand couture is available to anyone who wanders in, allowing customers to purchase aluminum-bonded shirts, Hourglass jackets, selvage denim, and outerwear made from upcycled garments that can be altered by hand at the atelier upstairs. And at **A’maree’s**, overlooking the yachts in California’s Newport Beach Harbor, you can book a styling appointment with sisters and co-owners Dawn Klohs and Denise Schaefer, who will show you their latest Alaïa, High Sport, and Spinelli Kilcollin selects over fresh orange juice that they just squeezed themselves.



From top: A’maree’s, Newport Beach, California; t.a., New York; Mixta, San Miguel de Allende, Mexico

AUTEUR RETAILERS

Some people were simply born to run the store of their dreams, and walking into their highly individual spaces is like entering the owner’s mind. In 2020, former fashion publicist Telsha Anderson-Boone opened **t.a.**, a bright jewel box in New York’s Meatpacking District dedicated to designers of color and fashion’s emerging avant-garde, like Barragán, Gauntlett Cheng, and Theophilio. Elsewhere in the city, siblings Johnny Farah, Soha Farah, and Jeannette Bird’s **IF Soho** has been a monument to cerebral fashion for more than four decades, stocking Antwerp Six O.G.s and an encyclopedic selection of Paul Harnden. In Oakland, Sherri McMullen’s boutique **McMullen**, celebrating its 15th anniversary this year, carries the largest selection anywhere of labels from Africa and the African diaspora, including Lisa Folawiyo, Stella Jean, Diotima, Christopher John Rogers, and Wales Bonner. In Portland, Oregon, **Stand Up Comedy** shows us Diana Kim’s singularly out-there sense of humor and beauty, featuring Collina Strada, Y/Project, and Japanese cult favorite Kapital. **The Webster** in Miami (with seven other locations nationally) is Laure Hériard Dubreuil’s anthropological dive into the deepest id of the Magic City, with exclusive pieces by Chanel and Versace ensconced between Gaetano Pesce resin cabinets and her signature Webster Pink walls.



DESTINATION SHOPPING

Some stores are so excellent that they warrant their own trip. They may be beautiful representations of the culture of their town—like **Mixta**, in Mexico’s World Heritage site San Miguel de Allende, where Mexican textiles and ceramics sit alongside the work of the country’s finest fashion talents, including intricately handwoven and embroidered huipils. **Persuade** in Bilbao is a fascinating mix of thinking woman’s designers like Issey Miyake, Bless, and Geoffrey B. Small, displayed in a warm warehouse perched in one of Spain’s most architecturally charming cities. At London’s **Gentlewrench**, you can get the pulse of the city’s spunky underground—featuring ethical knitter Gabriele Skucas, objet studio Mass, and brainy bridal brand Wed. And Milan’s legendary **10 Corso Como** continues (for 31 years running) to provide the ultimate insider edit of independent Italian labels like Nodaletto, Plan C, and Benedetta Bruzichis. To truly zone out, though? Head to Ibiza’s **Vicente Ganessa**, the town’s oldest shop, packed with the owner’s printed frocks plus vintage treasures found in his travels.

VACATION IN A STORE

Walk into these shops and feel transported: disconnected from the world’s chaos and ready to get back in touch with yourself. At **Tiina the Store** in the Hamptons, the best in considered fashion from small-scale brands like Casey Casey and Sara Lanzi is organized by color alongside Japanese baskets and Shaker-inspired boxes. With shops in New York and San Francisco, **45R’s** serene Japanese linens and cottons emphasize the beauty of simply cut clothes, just as **RTH’s** Palm Springs spot is like going on a spiritual retreat in pursuit of peace and pants. In Brooklyn, the newly opened **Outline**, named for the Rachel Cusk novel, will seduce you out of any domestic doldrums with Lauren Manoogian knits and Our Legacy’s upscale skater sportswear. San Francisco’s distinctive **MAC Modern Appealing Clothing** mixes Junya Watanabe with Guidi’s artisan boots.



FOR A FULL WARDROBE MAKEOVER

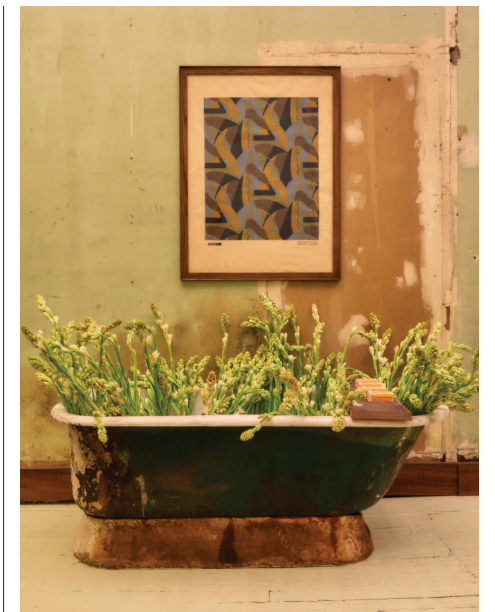
If you’re starting a new job, relationship, or phase in life, let these stores guide the transition. For more than 50 years, **Joan Shepp** has been gently nudging Philadelphia women to the avant-garde with perfect black-on-black layering pieces from the likes of Yohji Yamamoto, Ashlyn, and Comme des Garçons. By contrast, the graphic-print floors and shocking-pink Doric columns of New York institution **Kirma Zabête** (which has three other national locations, plus Nashville set to open this spring) resemble a veritable Crayola factory, with an exuberant assortment from Valentino and La DoubleJ. Chicago’s **Ikram** practically wrote the book on directional American style when Michelle Obama called on its team to help create her White House wardrobe; its zesty edit of straight-off-the-runway Rodarte, Gucci, and Loewe ensures that looking professional never means looking boring. **ByGeorge** in Austin has gotten a jolt from recently arrived fashion director at large Laurel Pantin, who’s developed a new cool-girl brand matrix of Cristaseya, Conner Ives, and Ganni. And at **Just One Eye** in L.A., an expert selection of Prada clothing and Octavia Elizabeth jewelry has established the wardrobe for the city’s emerging art machers.



THE VINTAGE REVOLUTION

The concept of vintage has been upended by a more environmentally conscious consumer who is eager to shop more intentionally and extend the life cycle of beautifully made clothing. This is thanks in large part to spaces that go far beyond the definition of a store, like **Lily et Cie** in Beverly Hills, where Rita Watnick sources an unimaginable breadth of garments that have changed the course of fashion history. Vintage stores are at once temples and libraries; Teo Griscom’s **Santa Fe Vintage** in New Mexico contains the history of American western style, from Nudie suits to African American painter Kermit Oliver’s Hermès scarves. In New York, **Procell** has helped trendsetters like Bella Hadid and Paloma Elsesser understand the power of a vintage T-shirt; **Desert Vintage** (which also has a location in Tucson) introduced a new generation of women to the pleasures of Yves Saint Laurent Rive Gauche; **James Veloria** is the go-to queer-friendly space for accessibly priced grails from the designers Gen Z will fawn over next; and **Front General Store** is the best-kept secret of magazine stylists hunting for sublime Americana clothes. Also setting the agenda in L.A.: **Decades**, for Tom Ford-era Gucci as well as costumers of American society like James Galanos and Bob Mackie, and **Resurrection**, which recently launched an archive to preserve significant pieces of fashion history. **HB**

From top: ByGeorge, Austin; Tiina the Store, Amagansett, New York; Desert Vintage, New York



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