

BEST OF THE CITY

STYLE



IN THE BAG
Designer Erin Pechtel and her dog, Rufus, in her flagship shop, Boutonné, at Flower Hill Promenade

The New Guard

"I had one retailer last year," says Erin Pechtel, the pint-size blond designer behind **Boutonné** (shopboutonne.com), a bag line that is now sold around the globe. In fact, that original retailer, Lone Flag, is now her next-door neighbor at the resuscitated Flower Hill Promenade in Del Mar, where she opened her first boutique. "It's like a creative family here," says the designer, referring to the cool-kid tenants (edgy gallery, candlestick-maker, Pendleton peddler). In addition to her studiously rough-hewn leather bags (\$164 to \$274), the store stocks like-minded brands, including the locally based jewelry designer Love Tatum, whose shark-tooth rings (\$440) fly off the shelves. "My customers are fashion-conscious and want something that is handcrafted locally," says Pechtel as she tucks her King Charles spaniel into a signature tote. "They want something that is well-designed visually and structurally."

Fab Collab

In the crowded headphones market, the S.D.-based **FRENDS** (wearefriends.com) continues to be a standout, thanks to its fresh, high-fashion collaborations, which have included Rebecca Minkoff, Barbara Bui, BaubleBar and We Are Handsome (\$99 to \$199). In addition to fanciful headphones, there are snap-on caps in everything from tortoiseshell and pearlescent to bejeweled and opalescent. Next up is a rose-gold collaboration with the Keith Haring Foundation. Art lovers, are you listening?



READERS' CHOICE: FAVORITE NEW BOUTIQUE

San Diego has a style all its own, and these shops dictate our beach-to-chic sensibilities.



RETAIL THERAPY
The goods at Van De Vort boutique

1. **VAN DE VORT** Devotees come so often for the exacting mix of right-now glam and easy-breezy separates, the Flower Hill Promenade boutique had to expand to a larger space to keep up with demand. Owner Andrea Van De Vort, the ultimate poster girl, stocks everything from boho jewelry and slinky bralettes to hats and booties. 2710 Via De La Valle, 858.720.1059, shopvandevort.com
2. **AZZURA CAPRI** No need to sail to Capri for those custom sandals. This little Italy boutique stocks all things resort, including a dizzying variety of bejeweled Italian-made flats along with tunics, maxi dresses and scarves. Ready, jet, go. 1840 Columbia St., 619.230.5116, azzuracapri.com
3. **TUCCI** Put together comes at a price tag at this North County boutique, which now has two locations. While the Del Mar Highlands outpost is a tad more relaxed, the original Cedros Avenue locale is brimming with Isabel Marant, L'Agance and A.L.C. Translation: You're worth it. 130 S. Cedros Ave., 858.259.8589, tucceboutique.com
4. **LONE FLAG** This store continues its reign as purveyor of the men's heritage uniform with selvaqe denim, go-anywhere outerwear and rugged footwear. There's also gifts aplenty for the well-groomed dude with handsome leather goods and dop kits. 2690 Via De La Valle, 858.793.0712, loneflag.co
5. **GERHARD** The region's original high-end boutique, with locations in Del Mar and Solano Beach, is known for its curated selection of designers, which these days includes The Row, Nina Ricci, Alberta Ferretti, Narciso Rodriguez and Drifter. It also has the S.D. exclusive on Linda Farrow's next-level sunglasses. 143 S. Cedros Ave., 858.345.1153, gerharddelmar.com

VAN DE VORT PHOTOGRAPHY BY NOA AZDULAY; ERIN PECHTEL PHOTOGRAPHY BY JEN & BEC