

LACAUSA Opens its First Flagship in Silver Lake

Silver Lake gets a new L.A.-centric womenswear store



LACAUSA is opening its first flagship store next to Mohawk General Store on Sunset Boulevard on July 1. The clean, tastefully unadorned shop will carry a selection of things—leather bags by **Vere Verto**, fragrances, jewelry, denim, and ceramic pieces—that are all designed by Los Angeles-based makers. Expect racks of sheer t-shirts in black, white, and nude, vintage-inspired dresses, and a drizzling of structured hats.

LACAUSA designer Rebecca Grenell attributes her inspiration to Los Angeles' aesthetic, history of design, and varied physical landscape. LACAUSA, Spanish for “the cause” when slurred, is committed to ethical production conditions, so everything is designed and made in downtown Los Angeles. The namesake line, which will be available in its entirety at the shop, consists of tomboyish but graceful pieces that are typically cut from cotton and rarely form-fitting.