

LA Black Book

HIT THE LEFT COAST AND
SHOP, SNACK AND SLEEP LIKE A STAR
AT THESE HOT SPOTS

ESCAPES

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When shopping in Los Angeles, some stops are *de rigueur*: Decades, Tracey Ross, Fred Segal, The Coffee Bean & Tea Leaf, Resurrection, Robertson Boulevard. But the beauty of La-La Land lies in its never-ending options, and hot new shopping spots are much like starlets — there's always a new one. Armed with a wallet full of cash (for the valets), plenty of change (for the meters) and recommendations from the chicest *Angelenos* we know, we racked up some serious rental-car miles seeking out the city's ultimate spots to shop, nibble and sleep. We easily could have filled another week (or two) exploring, but here, our picks for hitting the streets, LA style.

THE NEW MELROSE PLACE

Boutiques getting the most buzz right now are nestled on and around Melrose Avenue. Tiny, tree-lined side street "Melrose Place" has the highest concentration of stylish stores, from big names such as Marc, Marni and DVF to Tracy Feith, Me & Ro, Alice Temperley and smart, smaller multilabel boutiques.



MARC JACOBS: Heading west on Melrose, you can't miss the Marc Jacobs store — and really, why would you want to? This vine-covered, cozy spot starts all the shopping on Melrose Place, and a gigantic "Marc Jacobs Los Angeles" billboard hangs over the store to remind you. The boutique is a lush Jacobs dream, packed with the complete ready-to-wear, handbag and shoe collections from this always-hot designer. Beautiful and, dare we say, friendly sales associates are nonpressuring and cool — this is LA, after all. Die-hard fans can continue their fix at the Marc Jacobs Men and Marc by Marc Jacobs boutiques, both just steps away across the street.
8400 Melrose Place, 323-653-5100, www.marcjacobs.com



WE OF THE NEVER NEVER: Just a skip from Marc Jacobs and friends, you'll find this refreshingly original boutique, strictly stocking apparel and accessories from Australia and New Zealand. Owners Samantha Mayfair and Michael Konior have a keen style sense when it comes to buying and, since most of the designers are relatively unknown in the States, price tags are easy on the eyes. Just the stop for the woman who wants what no one else has.

8268 Melrose Ave., 323-655-6550, www.weofthenevernever.com



DELIA: We love Delia! Tucked neatly away upstairs from the renowned Sally Hershberger salon (she gave Meg Ryan her shag, you know), this quaint boutique is well worth the search. Chic, hard-to-find labels such as Anne Valerie Hash from Paris are perfectly mixed with an edited selection of fashions from M Missoni, Vera Wang and Catherine Malandrino. A few pieces here, a few pieces there — nothing is overdone at Delia. That's probably because owner Delia Seaman knows her stuff — she's responsible for some of the best boutiques in LA, including Curve and Vionnet, both on Robertson Boulevard.

8438 Melrose Place, 323-658-8685, www.shopdelia.com

MARNI: The podlike Marni boutique brings a bit of Italy to Melrose Place. The eye-popping, oh-so-Euro spring runway collection (below) by head designer Consuelo Castiglioni is all here, including her whimsical leather and stone necklaces and jewel-encrusted sandals — guaranteed hits, season after season. A small selection of Marni

for kids will make you gaga.

8460 Melrose
Place,
323-782-1100,
www.marni.com

