

SHOPS

Whether you're looking for tried-and-true basics or hard-to-find indie labels, we've got your spring shopping plan lined up: nearly 60 stores, all grouped around subway stations in NYC's best shopping neighborhoods. Plus, *TONY* discounts at 25 shops.

Edited by **Sharon Steel**

N, **R** to Prince St

Supreme

Experienced skateboarders will appreciate this store's streamlined setup; all the merch is displayed on the walls, leaving the floor open for moving around: Ogle the apparel, hats and boards under a television looping skate footage, movies and music videos. You don't have to worry about poseurs here—all the staff members are skaters themselves, and can discuss boards (\$49) and T-shirts (\$24–\$40) by brands such as DGK, Skate Mental, Gold, Palace, Girl and Chocolate. Boards are sold solo, and a fully tricked-out version runs about \$150. But the 18-year-old flagship also carries everything else you need to ollie in style, from sets of wheels (\$30) to the brand's own cotton T-shirt (\$32). You can even pick up a Supreme harmonica (\$34), on which you can compose paens to skate life. *274 Lafayette St between E Houston and Prince Sts (212-966-7799, supremenewyork.com)*

Malia Mills

This breezy swimwear and clothing line launched in 1993 with the goal of ensuring flattering fits for women of all sizes. Envelop yourself in convertible pieces such as removable-strap swim tops that can be worn as a halter or tube (\$215–\$235) and loose print caftans with two ties that can be inventively wrapped to fit your body type (\$465–\$545). The goods definitely aren't discount resort wear, but investing in one of the standout items here will take the stress out of shopping for your next beach vacation: Check out the pinup-inspired swim bottoms (\$195–\$225), which feature flirty ties and can be matched with any top, or brave the ruffled low-back one-piece Dionne bathing suit (\$325–\$415). Mention *TONY* to receive 10 percent off all purchases through May 1. *99 Mulberry St between Kenmare and Spring Sts (212-625-2311, maliamills.com)*

Onassis Clothing

Preppy guys with a rugged edge can refresh their go-to weekend outfits at this menswear boutique. The casual, nautical-inspired clothing is more akin to yachting attire than anything else, but you can rock the denim shorts (\$68), striped cotton tees (\$58), chambray short-sleeved button-ups (\$68) and cargo vests (\$88) in a crowded Williamsburg bar just as well. After shopping, stop by the café in the back for complimentary coffee (offered daily) and prosecco on Friday nights. Mention *TONY* in store or use the code "TIMEOUT10" online to receive 10 percent off all purchases through April 30. *71 Greene St between Broome and Spring Sts (212-966-8869, onassisclothing.com)*

Uniqlo

A vibrant array of garments can be found within this three-story, 30,000-square-foot store. Browse the towering but neat stacks of jeans (\$50) and button-ups (\$30–\$40), as well as tons of basic tees, tops, leggings, scarves and more in almost any shade of the rainbow. Don't pass up the T-shirts featuring special-edition designs from Uniqlo's recent partnerships with MoMA, the Warhol estate, David Lynch, Lulu Guinness and Concord Music Group on the mezzanine level. Both sexes can find summer-savvy buys throughout the store, including dry-packed T-shirts in crew- and V-neck styles (\$6) for men, and orange and melon-hued skinny jeans for women (\$40). For the perfect fit, inquire about in-house tailoring for jeans with either normal stitches (free with \$20 purchase, \$5 for pants less than \$20) or blind stitches (\$5 on select pants). *546 Broadway between Prince and Spring Sts (877-486-4756, uniqlo.com)*

Space.NK

Drop by this London-based beauty chain and comb through an array of hard-to-find

Creatures of Comfort

Jade Lai opened the first Creatures of Comfort store in 2005 in L.A., and brought her cool-girl aesthetic to the East Coast two years ago. The shop, located in a former police precinct, houses picks from Lai's eponymous collection (\$150–\$550), in addition to lines such as Repetto, Acne, MM6 Maison Martin Margiela and Isabel Marant's Étoile. Blue racks of clothing (including two for men) are organized by brand, and several pairs of footwear are displayed throughout. You can also find high-end accessories here, such as J.W. Hulme Co. Mini Legacy shoulder bags (\$350) and Acne Webber ties (\$140). If you need a minute to ponder the purchase of a pair of Illesteva or Karen Walker sunglasses (\$200–\$300), step inside an outdoor alcove lined with potted plants. Mention *TONY* to receive 10 percent off through May 1. *205 Mulberry St between Kenmare and Spring Sts (212-925-1005, creaturesofcomfort.us)*

international brands without the crowds of Sephora. Score luxury skin-care goodies such as Dr Sebahg deep-exfoliating masks (\$115), Eve Lom cleansers (\$40–\$125) and Darphin wrinkle-repair face serums (\$175). Natural-looking makeup reigns here—you won't find any highly pigmented palettes, just cosmetics to enhance your glow. The lightweight NARS mineral face powders (\$35), Roccoco pastel polishes (\$17) and By Terry neutral lip colors (\$48) rule supreme. Mention *TONY* at the Greene Street location only to receive a Lipstick Queen Peacock Alley set (\$38 value) with any \$50 purchase, while supplies last. *99 Greene St between Prince and Spring Sts (212-941-4200, spacenk.com)*—MaryAnn Barone and Kristina Rodulfo



PHOTOGRAPH: LEZ MUEHL



(E, F, M, R) to Forest Hills—71st Ave

Fox's

You can stop by this discount designer destination every day and always find something new—the selection of clothing and accessories from far-flung locales such as France and Italy is updated constantly, thanks to this store's lucky proximity to the company warehouse in Mineola. Sales associates—who often have their own clientele lists—can call other branches for a different size or color should you need it. If you're in the market for deeply discounted clothing from designers like Vince Camuto, Michael Kors, Cluny and Cynthia Steffe, this is the place to go: We saw Marc by Marc Jacobs T-shirts (\$39–\$49, slashed from \$68–\$88) and Rachel Roy blazers in black and tobacco hues (\$79, down from \$169). *70-39 Austin St between Continental Ave and 70th Rd (718-261-4100, foxs.com)*

TONY DEAL Instant Replay

Lodged between an optical store and a children's boutique, this unassuming vintage shop has no awning and no sign in the window—only piles of handbags and jewelry. Once you step inside and look past the racks of clothes, you may find yourself drawn to the wall of purses that hang behind owner Marc Pine's counter. Local women frequent this 35-year-old store to bring in old and new Louis Vuitton, Chanel, Gucci and Prada bags for Pine to inspect, authenticate and sell. Prices for the designer arm candy can range anywhere from

\$100 for Coach and Dooney & Bourke satchels to more than \$3,000 for Chanel. Vuitton luggage pieces (\$850) are also available. In addition to bags, Pine has collected about 50,000 examples of costume jewelry, starting at \$10 for earrings and going up to \$30,000 for vintage gold and diamond items. Mention **TONY** to receive 10 percent off handbags through May 1. *72-20 Austin St between 72nd Ave and 72nd Rd (718-544-3556)*

TONY DEAL Lady Love

Lisa Jaume opened her accents shop two years ago with the intention of bringing elegance and femininity back into the shopping experience. Women of all ages browse the vintage-inspired wares, surrounded by retro prints and sketches on the wall, with smooth jazz playing in the background. Jaume's eclectic, girlish selection includes high-heel wine caddies (\$45–\$48), Audrey Hepburn and Marilyn Monroe prints (\$44), Scandal bustier-topped nail polishes (\$8.99) and earrings from *Dancing with the Stars* jeweler Anne Koplik (\$20–\$90). Shoppers often comment on the sweet smell in the air, and Jaume is quick to point them toward its source—Illume Pomegranate Aromatic Reed Diffusers (\$29). Mention **TONY** to receive 15 percent off through May 1. *71-63 Austin St at 72nd Ave (718-268-2367)*

Soleil

The Old World vibe of this home-goods, clothing and accessories boutique invites you to bring back a piece of an exotic destination, without traveling very far. In the front room, try on clothing fit for a tropical vacation, such as house-brand crochet sundresses (\$45) and

TONY DEAL Dmitry ☺

If you see a tie you like here, you'd better buy it quick—Naples-born designer and store owner Dmitry Toscano switches out his patterns every month. Hanging beneath black-and-white photos of Italian cities is his extensive collection of 100 percent silk neckwear (\$52). The light-blue solid and polka-dot ties are popular with those in the corporate scene, while Toscano's skinnier styles attract the well-dressed cool crowd. And just past the Vespa parked in the middle of the store is a wall of Italian designer Lorenzo Uomo's colorful socks (\$14). Though this store is mostly for men, ladies can scope the bright neck scarves (\$10) and Nesti Dante soaps (\$12). If you feel the need to buy more than one of something, you'll save some money, too: Everything is priced both individually and as duos or trios (e.g., two soaps for \$20 or three ties for \$99). Mention **TONY** to receive 25 percent off ties through May 1. *72-28 Austin St between Ascan Ave and 72nd Rd (718-544-0902, dmitryny.com)*

cotton tunics (\$49), or browse an array of small home-decor pieces, including colorful blown-glass champagne flutes (\$50) and Italian painted-marble coasters (set of four for \$42). Walk through a brick archway to the back room, where you can consider higher-priced items such as drop-leaf, round dining tables (\$1,999) and Tiffany lamps (\$460). *71-43 Austin St between 71st Rd and 72nd Ave (718-520-8419)*

Jacklyn's Boutique

This neighborhood favorite offers a treasure trove of luxury duds that have been whittled down to at least 20 percent off their original hefty tags. Among the random assortment, we spotted a Bailey 44 body-con black leather dress (\$329), a Winter Kate bustier (\$219) and Current/Elliott straight-leg jeans (\$230). Accessories are a highlight, including on-trend pieces such as Dolce Vita high-heel chukkas (\$179) and a Rebecca Minkoff studded mini-duffel purse (\$439). *71-50 Austin St between 71st Rd and 72nd Ave (718-544-4422)—MB and KR*



①, ②, ③ to 72nd St

Reiss

Launched in 1971, this London label evolved from a small menswear brand to an acclaimed fashion house lauded for both men's and women's looks. Today, Reiss boasts a trio of stores in NYC, including this upscale, womenswear-only boutique. The pieces are pricey, but timeless designs and fanciful fabrics make them justifiable splurges. Tailored striped dresses (\$340) and waist belts marked by rope and chain details (\$115–\$150) are figure-flattering delights. A favorite of Kate Middleton (Reiss designed the cream number she wore in her engagement photos), the brand stays on top of the special-occasion game with beautifully cut, flared-skirt dresses that cinch at the waist (\$340). Edgier items include fitted leather jackets (\$615–\$935) and billowy, sheer jersey tanks (\$115). 197–199 Columbus Ave at 69th St (212-799-5560, reissonline.com)

TONY DEAL Sean

As the only stateside retailer of looks by French menswear designer Emile Lafaurie, Sean is filled with separates ranging from low-key linen blazers (\$295–\$425) to cotton V-neck tees (\$58) that, according to one sales associate we chatted up, "make every guy's chest look amazing." Equally amazing are lightweight, creased chinos (\$158) and casually cool, elbow-patched button-downs (\$118). While the small shop is primarily frequented by gentlemen, ladies can pop in (or while away the time shopping with their guys) to peruse a selection of patterned, linen scarves (\$68), draped over a ladderlike, wooden display. Mention TONY for \$50 off all spring suits through May 1. 224 Columbus Ave between 70th and 71st Sts (212-769-1489, seanstore.com)

Bra Smyth

Whether you're rocking an A cup or have the kind of cleavage that would make Wendy Williams jealous, Bra Smyth has the brassiere for you. An undergarment specialist will take your true measurements, before walking you through an intimates inventory ranging from Wacoal push-up bras (\$48) to Hanky Panky lace thongs (\$18). Eberjey chemises in supersoft cotton (\$64) and Spanx booty-lifting sheer tights (\$28) are additional unmentionables worth mentioning. Everyday bras and skivvies account for most of the store's merchandise, but for that ultraspecial occasion, consider a luxe Lejaby design, blinged out with Swarovski crystals (\$119). 2177 Broadway at 77th St (212-721-5111, brasmyth.com)

La Terrine

This kitchenware wonderland may pull at your purse strings, but its array of fine linens, utensils and dinnerware will make your tablecape the envy of every party. Wander through this shop, filled with wooden shelves housing an array of luxe home goods, including Laguiole candy-colored flatware (\$24–\$28 each) and Kim Seybert seersucker napkins (\$12). Vietri carafes (\$60–\$99)—handblown in Italy from recycled glass—and Mariposa eight-ounce martini glasses (\$28) are popular buys for those revamping their bars. Shoppers have recently clamored for Lunares aluminum containers (\$55), which hold entire cartons of ice cream and help keep them frozen during dessert time—or however long it takes you to polish them off yourself. 280 Columbus Ave at 73rd St (877-837-7463, laterrinedirect.com)

TONY DEAL Big Bag

If traveling in style is a priority, then a trip to Big Bag may be the most important one a jet-setter ever takes. Handbags and wallets command attention



TONY DEAL West

Sneaker shops abound in NYC, but few have as much character as West: Exposed-brick walls, pictures of tracksuit aficionados Run-D.M.C. and a poster of the 1992 Dream Team add a bit of sports nostalgia to the spot, which sells new and classic kicks for guys and girls, along with apparel and accessories. Jeremy Scott for Adidas high-top denim sneakers with detachable wings (\$200) are a fashion-forward contrast with the more practical Nike Free mesh running shoes for women (\$100). WeWood watches (\$119–\$135) crafted from maple provide a refreshing take on wrist wear, and the Dennis Rodman action figures (\$30) are the spitting image of the Hall of Famer in 1998—blond hair and all. Mention TONY for 10 percent off any West-brand apparel item through May 1. 147 W 72nd St between Columbus and Amsterdam Aves (212-787-8595, westnyc.com)

in the front of the shop, while the back is filled with a myriad of luggage options. Bric's canvas suitcases on wheels (\$175) provide ample space for your duds—yet are small enough to stash in the overhead—and Stephanie Johnson faux-snakeskin iPad cases (\$55) can add a touch of glamour to your tablet. Most of the shop's merchandise is prime for a reveal on the JFK baggage carousel, but a few items work for everyday outings as well: Rebecca Minkoff chain-strap satchels (\$195) could win over even the pickiest bag snobs, and leave them with enough extra dough to fill up a Brontibay leather change purse (\$40). Mention TONY for 10 percent off a single nonsale item through May 1. 175 W 72nd St between Columbus and Amsterdam Aves (212-362-5400)—Leah Faye Cooper

L to Bedford Ave

TONY DEAL Miniminimarket

Erika Vala and Dana Schwister opened their first boutique in 1999 inside the Williamsburg MiniMall, a former girldle factory. Thirteen years later, they still operate one of the last original shops left in the building, and their clothing and accessories stand the test of time in an evolving neighborhood. You'll find plenty of affordable and trendy items, ranging from MinkPink floral minidresses (\$80) to Cheap Monday button-front rompers (\$60) and Funktional open-weave sweaters (\$120). Basics such as Levi's skinny jeans (\$55) and graphic tees for men and women (\$28–\$52) are folded on one side of the store, while Maja woven backpacks (\$62), By Boe gold bow hoop earrings (\$90) and Soludos striped espadrille flats (\$38) are scattered throughout. Mention TONY for 15 percent off any full-priced item through April 26. 218 Bedford Ave at North 5th St (718-218-7849, miniminimarket.com)

TONY DEAL Task

Anne Seally, previously a womenswear designer, stocks her almost three-year-old shop with a selection of clothes, accessories and home goods that fit with her modern-minimalist aesthetic. Some of the items may give you sticker shock, but there are finds that won't break the bank—look for Uzi tribal-print leggings (\$85), Marika Charles dyed striped tees (\$98) and Global Girls beaded leather sandals (\$120). The housewares section yields Cutipol Noor resin-handle flatware (five-piece set \$72), hand-painted Moroccan tea glasses (\$10 each) and Maoliosa Japanese paper-wrapped pencil sets (\$9.75) that are ideal for gifting or for sprucing up

your own abode. Mention **TONY** for 15 percent off any in-store purchase through May 1. *100 North 3rd St between Berry St and Wythe Ave (718-963-2600, tasknewyork.com)*

Brooklyn Denim Co.

Fans of both chic denim and casual dungarees will find something to complement their jeans addiction at this two-year-old shop in the heart of Williamsburg's north side. Proprietor Kenny Abiog stocks up on high-end staples for ladies like AG Premiere jeans (\$148–\$158) and Goldsign straight-legs (\$245), while stylish guys can change into hip denim by First Standard Co. (\$235–\$250) and Tellason (\$198). BDC also carries its own house brand, offering everything from midrise raw denim to high-waisted styles in different washes (\$185–\$198). Notably, BDC is one of the only jeans boutiques around that carries Levi's LVC line, which features vintage reproductions of styles from as far back as 1947 (\$215–\$330). *85 North 3rd St at Wythe Ave (718-782-2600, brooklyndenimco.com)*

TONY DEAL A&G Merch

Sleek sofas and haute household goods line the walls at this haven for hip urban apartment dwellers: A&G's furniture runs on the costly side, but the brand's plush Bedford lounges (\$1,599) and trendy Red Hook dining sets (table \$769, chair \$219, bench \$319) scream quality and style. A&G also offers more affordable, quirky items, like toast-shaped coasters (\$12) and wall-mounted bottle openers (\$9), ideal for home decorators on a budget. Mention **TONY** to receive 10 percent off all purchases through May 1. *111 North 6th St between Berry St and Wythe Ave (718-388-1779, aandgmerch.com)*

Academy Records Annex

Set aside your Spotify playlists and scope out this homage to the once-lost art of vinyl. Academy Records' Manhattan stores—there are locations in the East Village and Chelsea—carry a hearty supply of compact discs, but Williamsburg's Annex focuses mostly on wax, offering everything from a self-titled Ginger Baker's Air Force album from 1970 (\$8) to newer sounds like Real Estate's *Days* (\$15). Shoppers lacking a record player can also pick up cheapie CDs from such bands as the Grateful Dead, while nostalgic audiophiles can take their time digging through discounted 45s (50¢–\$2). The Annex also offers two listening stations for previewing older vinyl, and will buy your used records, provided they are in good condition (and not Broadway soundtracks). *96 North 6th St between Berry St and Wythe Ave (718-218-8200, academyannex.com)*

TONY DEAL Whisk

Whether you're prone to whipping up fancy feasts on the regular or you prefer your chow microwavable, this little kitchen shop likely carries just what you need to rejuvenate your dining life. Calphalon pot, pasta and steamer sets (\$80) and Cuisinart four-cup coffeemakers (\$35) will suit even the simplest chef, while more seasoned Martha Stewart devotees can look over Whisk's healthy supply of Le Creuset oval Dutch ovens (\$275) and Lodge cast-iron skillets (\$16–\$62). Beyond the basics, look out for some funky foodie treats, including Benriner Japanese Mandolin catch-tray sets (\$48) and HIC porcelain mini creamers in the shape of elephants (\$3). Mention **TONY** to receive 10 percent off purchases (excluding electronics) through May 1. *231 Bedford Ave between North 3rd and 4th Sts (718-218-7230, whisknyc.com)*—Rebecca Fishbein and Laura Lanz-Frolio



A, C, G to Hoyt-Schermerhorn

Hollander & Lexer

In our new era of Spanx for men and Pauly D hair gel, Hollander & Lexer's menswear boutique is a welcome oasis of classic, well-made clothes and accessories. Owners Yaz Benmira and Brian Cousins have created an intimate shopping space that shows off the clean lines and hardy construction of their Barbour jackets (normally \$415, currently on sale for \$291), Raleigh jeans (\$275) and Hollander & Lexer's own label. While the prices run high on certain items, those Raleigh jeans will be in vogue forever (here's hoping shape wear will not). *358 Atlantic Ave between Bond and Hoyt Sts (718-797-9190, hollanderandlexer.com)*

TONY DEAL Eva Gentry Consignment

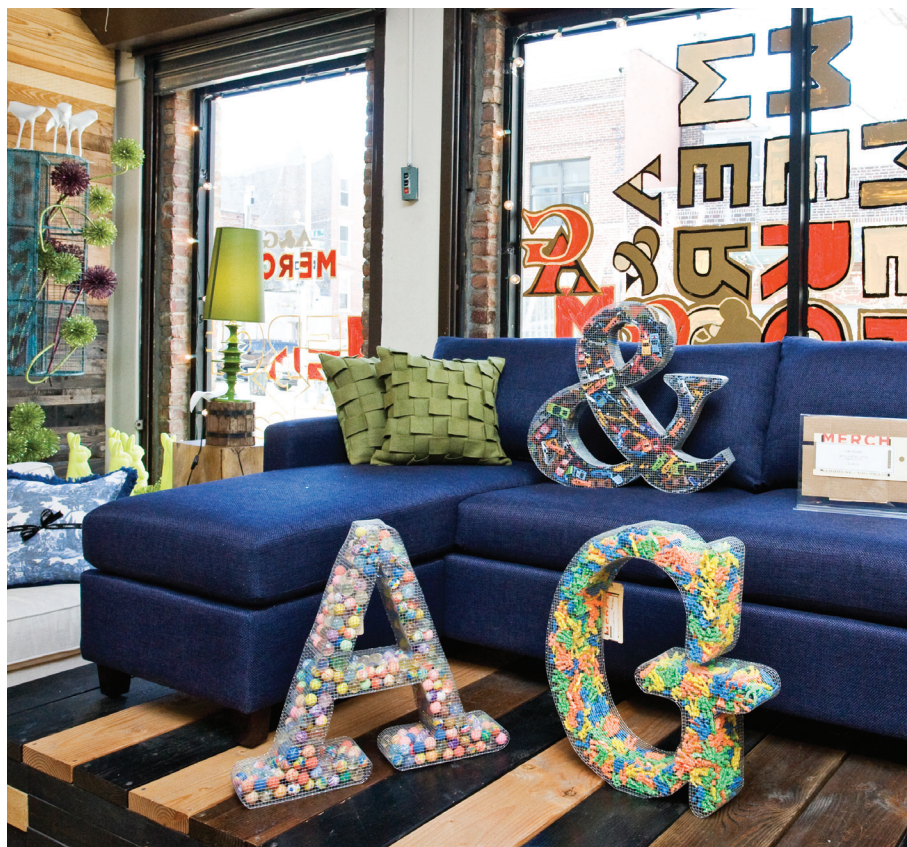
Many local stylists resell unwanted high-end pieces at this airy vintage boutique; highlights from the current stock include a Chanel ribbed tank (\$150), a Phillip Lim red leather duffel (\$298) and a Rick Owens black tunic dress (\$179). Interested sellers should note that consignment is by appointment only (the store is now seeking spring and summer items), and sellers receive 40 percent of the final sale price of each item. Mention **TONY** to receive 10 percent off purchases until May 1. *371 Atlantic Ave between Bond and Hoyt Sts (718-522-3522, evagentryconsignment.blogspot.com)*

TONY DEAL Maleeka

One-of-a-kind pieces dominate the stock at Maleeka Ahmed's namesake boutique, a warm, inviting storefront along busy Atlantic Avenue. Handcrafted pieces by artisans in far-flung locations such as Turkey, France, Austria and Israel are laid out on long tables throughout the cozy space. You'll find delicate items, such as thin jeweled bangles (\$29) and wispy gold chains (\$29), alongside statement trinkets such as blue-and-white beaded earrings (\$119). There's also a small selection of women's clothing, featuring labels like Funktional and Skies Are Blue. Mention **TONY** to receive 10 percent off clothing and accessories from Thursday 12 to April 30. *327 Atlantic Ave between Hoyt and Smith Sts (718-596-0991, maleeka.com)*

TONY DEAL Darr

The emphasis at this shop is on unusual, handcrafted items, which is apparent as soon as you enter the space—it's kitted out with vintage prints and rustic touches, making it resemble a log cabin. Co-owners Yaz Benmira and Brian Cousins (the team behind nearby Hollander & Lexer; see above) scour the country for antique wares; on a recent trip, we spotted a





TONY DEAL **Flight 001** Ⓞ

Aiming to bring back the glamour of jet-age travel, Flight 001 offers a well-edited array of stylish products, including luggage, gadgets, books and gifts, at a wide range of price points—there's plenty here for \$4 (a shoe shine kit, bandages), \$16 (a mini tripod) and \$25 (a universal adaptor in one of four colors), while high-end luggage can run up to \$595. Check out Flight 001's in-house line of travel accessories, featuring retro luggage tags (\$16 each), paper soap (\$5 each) and its exclusive Spacepak compression pieces (\$30–\$98). Mention TONY to receive 15 percent off items at the Brooklyn (and Manhattan) locations through May 1. 123 Smith St between Bergen and Dean Sts (718-243-0001, flight001.com)

cool slate blackboard (\$375) and a set of ten small punch glasses (\$140). Although the vintage items can be pricey, there's also a small selection of noteworthy, newer pieces, such as wooden duck-call whistles (\$22). Mention TONY to receive 10 percent off of items in Hollander & Lexter's apothecary line from Thursday 12 to April 30. 369 Atlantic Ave between Bond and Hoyt Sts (718-797-9733, shopdarr.com)

TONY DEAL **Annie's Blue Ribbon General Store**

This Boerum Hill hodgepodge lives up to its name, stocking an exhaustive array of art supplies, baby goods, cocktail accessories, beauty items, cleaning products, candy, quirky gifts, home essentials, kitchen gadgets, pet goodies, office tools, toys, wall art and wedding presents—and that's not all. We saw alligator kitchen choppers (\$32), bubble-wrap calendars (\$20), Candy Stash wallets (\$16), glow-in-the-dark stars (\$10) and BROOKLYN tote bags (\$16–\$27). Pick up one of those to haul away the rest of your spoils—you won't be able to leave here empty-handed. Mention TONY to receive 20 percent off in-store purchases until May 1. 365 State St between Bond and Nevins Sts (718-522-9848, blueribbongeneralstore.net)—Jessica Pascoe and Amy Platt

F to Lower East Side—Second Ave

Sheherazade

Moroccan-born owner Rachid Ouassil opened this Middle Eastern furniture, housewares and decor shop to mix his native culture with his New York clients' contemporary taste. The space is filled with furniture, lighting, colorful textiles and large mirrors (\$10–\$5,000), all sourced from Syria, Turkey, Morocco and other Middle Eastern countries, as well as India. Ouassil even offers consulting services for shoppers looking for home design advice (\$160/hour). On our last visit, we found gems such as Moroccan brass-framed mirrors decorated with orange henna (\$595), velvet ikat throw pillows (\$105) and metallic wall sconces (\$295). 121 Orchard St between Delancey and Rivington Sts (212-539-1771, moroccan-decor-furniture.com)

Pixiemarket

This pint-size shop, a beloved indie staple of the Lower East Side, highlights independent designers like Sass and Bride, Stolen Girlfriends Club and Carin Wester: Head here if you're in search of something ubertrendy that guarantees a head turn: The stock shifts weekly, as owners Magda Pietrobelli and Gaelle Drevet rapidly change over their collection of hard-to-find pieces—items range from \$20 to \$300. Currently covetable goods include Wonderment pink studded collars (\$95), Jov daisy cutout shirts (\$121) and Dual for Jeffrey Campbell floral shoes (\$139). 100 Stanton St between Ludlow and Orchard Sts (212-253-0953, pixiemarket.com)

Obsessive Compulsive Cosmetics

Makeup artist David Klasfeld founded this 100 percent vegan and cruelty-free cosmetics line in 2004; this fall, the label opened its first flagship. The small shop, decorated with exposed brick and reclaimed wood-and-antique-metal display cases, has already accumulated a considerable downtown following: The extensive and affordable makeup brand (\$8–\$30) offers more than 30 shades of colorful nail polish (\$8),

40-plus loose eye-shadow powders (\$12) and a full panoply of facial products ranging from tinted moisturizers (\$25) to airbrush foundations (\$25). OCC's most popular product, Lip Tar (\$14), is made from hemp and peppermint oils, has a smooth matte finish, and comes in 36 different tints and shades. The store even offers makeup-application services (\$75–\$125) for special occasions. 174 Ludlow St at Houston St (212-675-2404, occmakeup.com)

Grit N' Glory

Proprietors Emily Conley and Veronica Cano were inspired by American rock & roll and their mohawked adolescence in NYC when they opened this retro boutique last year. Allow the spirit of Pantera to fuel your shopping trip as you browse vintage unisex flannels (\$40), Han Cholo metal pirate-skull rings (\$200), Reason Brooklyn Bridge tees (\$30) and One Teaspoon lace kimonos (\$160). If you feel your energy flagging, grab a cup of Stumptown (\$3–\$5); there's a coffeeshop inside, where you can punctuate your spree with a game of Monopoly or Jenga. 186 Orchard St between Houston and Stanton Sts (212-253-2775, gritnglory.com)

Reed Space

Ten years ago, frustrated with the available outlets for getting his T-shirt designs to the public, Jeff Ng opened this small downtown menswear shop to showcase his street-ready brand, Staple Clothing. The shelves of colorful graphic T-shirts (\$20–\$36) are one of the main attractions, but dudes can also pick up sunglasses (\$30–200), Pointer leather sneakers (\$100–\$120) and Staple Clothing pigeon hats (\$45), the latter are perched atop a Ping-Pong display table. 151 Orchard St between Rivington and Stanton Sts (212-253-0588, thereedspace.com)

Lower East Side Tenement Museum Shop

The LES Tenement Museum, housed next door to a series of apartments that were home to nearly 7,000 working-class immigrants in the 19th and 20th centuries, aims to offer a glimpse into the lives of those residents. The institution's shop continues the mission by selling a mix of educational and playful knickknacks and memorabilia that retell the many stories of Manhattan's Lower East Side—and show off some serious NYC pride. We're especially fond of the New York Greek-diner mug (\$13), a ceramic interpretation of the classic WE ARE HAPPY TO SERVE you cup, and the subway-map Mighty Wallet (\$15). 103 Orchard St at Delancey St (212-982-8420, shop.tenement.org)—Hallie Gould



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