

SHOPPING

IN STORE

A SLEW OF OPENINGS, UPDATES AND POP-UPS FROM WESTHAMPTON TO MONTAUK

BY RIMA SUQI

WESTHAMPTON

Family-owned "coastal comfort" brand **Saltwater Long Island** debuted at 83 Main St. with a selection of tops, vests and hats, most emblazoned with their logo, a cheerful striped bass.

NIBI MTK moves west to 2450 Main St., after establishing itself in Montauk and Bridgehampton as one-stop shopping for head-to-toe barefoot luxury looks at friendlier prices. Owner Kristin Sheeler worked at big name fashion houses and designed a lot of what's in store, from breezy maxidresses to utilitarian chic jumpsuits.

SOUTHAMPTON

Polished sportswear and pretty prints are the stars at **Veronica Beard's** newest outpost at 84 B Main St. Stock up on head-to-toe looks you can wear from the sun to sundowners.

LoveShackFancy brings a plethora of vintage-inspired prints to its new home at 11 Main St. Expect flirty fashions, a home collection and a first look at LSF's new wallpaper designs.

Christian Louboutin struts his signature red soles into 53B Jobs Lane for the brand's first-ever Southampton pop-up, showcasing men's and women's styles in a nautical setting, plus a three-piece capsule collection that's only available here. Head to **Fivestory Southampton** at 38 Jobs Lane, where fun, colorful offerings from buzzy brands await. Missoni resortwear shares rack space with Etro, Rosie Assoulin, Le Sirenuse Positano and Batsheva. Complete the look with very layerable jewelry from **Jade Trau** at 46 Jobs Lane. Trau's "new classic" pieces are perfect for stacking to create just the right amount of tan-accentuating sparkle.

SAG HARBOR

Hudson Grace, at 17 Washington St., is the type of place you pop into for a quick look-see, and leave an hour later laden with a collection of white bowls and platters, linen napkins in 10 colors, a couple of candles and match strikers to go with them.

EAST HAMPTON

East Hampton will be the ultimate destination for high-end splurge shopping this summer, with the arrival of a slew of luxury brands on the town's highly trafficked retail rows. The well-heeled will rejoice at the arrival of **Manolo Blahnik**, whose pop-up at 52 Main St. boasts an edited selection of men's loafers and women's sky-high stilettos. Hit up **Tod's** at 47 Newtown Lane for their iconic driving mocs, plus on-trend fisherman sandals and flatforms.

Balenciaga will be back at the beach at 54 Newton Lane after a decade's absence with what we predict will be a signature mix of sophisticated street style with must-have accessories such as mini City bags and, one hopes, those sold-out chainmail camis.

Gucci is finally committing to the Hamptons with 2,000 square feet of all things double G, spread over two stories at 17 Newtown Lane. Shop the men's, women's, children's and home collections, and an exclusive capsule of beachy bags and small leather goods with "The Hamptons" embossed in gold. The brand's look-at-me vibe is balanced by **Vince**, bringing California



jade trau



hudson grace

cool to 50 Main St., with a sea of neutrals in a calming space, where sustainability is the theme.

Named for its iconic address, **One** at Main Street is a multi-brand boutique spread over 7,000 square feet on three levels (including a VIP shopping salon). The luxury marketplace has men's and women's apparel and accessories, a new furniture collection from Roll & Hill and artworks curated in partnership with Artsy.

AMAGANSETT

Stroll through Amagansett Square, where Brendon Babenzien, former director of Supreme and recently announced chief designer for J.Crew men's, launched the newest outpost of his environmentally conscious menswear brand. **Noah Hideout** is all about the beach, from recycled canvas bucket hats to swim trunks in abstract prints, colorblock pastel chinos and collabs with Vuarnet and Solovair. This location also has the brand's full range of surf gear, including boards and wetsuits. **Clare V.** brings her French-inspired aesthetic to the square, opening Memorial Day with summer-ready handbags and striped tees. In mid-July, **Jenni Kayne** opens the doors to a year-round location with the brand's first-ever Design Bar — fabric swatches, wood samples and everything else you need to re-create her California-cool interior spaces. Her Insta-worthy slouchy sweaters and stylish mules are also on hand.

Just around the corner, at 23 Windmill Lane, is **the Reform Club**, an elegant four-room inn that's booked weekend pop-ups all summer. They'll debut on Memorial Day with beachwear brand **Solid & Striped**, which just launched a limited-edition collection from tennis champ Sloane Stephens. Later in the season it's all about jewelry, with offerings from cult brands **Hoorsenbuhs**, **Spinelli Kilcollin** and **Material Good**. John Derian fans will finally have easy access out East to all his decoupage goodness and happy hostess gifts at **Il Buco Vita**, the home store from the Il Buco restaurateurs, opening at 225 Main St.

MONTAUK

Lingua Franca pops up at the Crow's Nest, at 4 Old West Lake Drive, showcasing their first womenswear collection of playful, colorful optimistic pieces.

Noémie Goods is ensconced poolside at the Montauk Beach House, 55 S. Elmwood Ave., for the summer. Grab a suit by Beach Access, a line of swimwear designed by surfers and crafted using Italian fabrics made of recycled plastics, a hat from artisan brand Tuluminati and some clean sunscreen before claiming your chaise.

Solé East, at 90 Second House Road, welcomes **A Wild Dove** for the season. Owner Lynn Levoy is a stylist and former trend forecaster who's a master of mixing edgy brands (R13, Haiki, Linda Farrow) and offers on-site styling services to those who want the help. Beauty and wellness products are also in the mix, including Immunocologie, Moon Juice and Joanna Vargas.

Sasha Benz has expanded her **Wyld** retail concept by taking over the former Surf Lodge Sanctuary to create a gorgeous 3,000-square-foot space at 716 Montauk Highway that expands her original shop **Wyld Black** and connects it more directly with **Wyld Black**, which has been remerchandised as a destination for swim and beauty.



clare v.



saltwater long island



gucci



christian louboutin



one



loveshackfancy



fivestory southampton



jenni kayne



noah hideout



manolo blahnik



tod's



vince



a wild dove

PHOTOS BY GIADA PAOLONI, WESTON WELLS, COURTESY OF THE DESIGNERS.