

July 2, 2010



## Faith Hope Consolo

Prudential Douglas Elliman Real Estate

### The *Faithful* Shopper: Beach Chic – Pop Up Shops

Summer, for me is all about surprises - and shopaholics know there is no better surprise than a pop-up store, a boutique open for just a few weeks. Many retailers use them to highlight a new product or test a new concept. In summer, however, many retailers turn to what might more appropriately be dubbed seasonal stores, opening short-term stores in resorts such as my beloved Hamptons. Many come back year after year.

Among my favorites this season:



#### Balenciaga

54 Main Street  
East Hampton

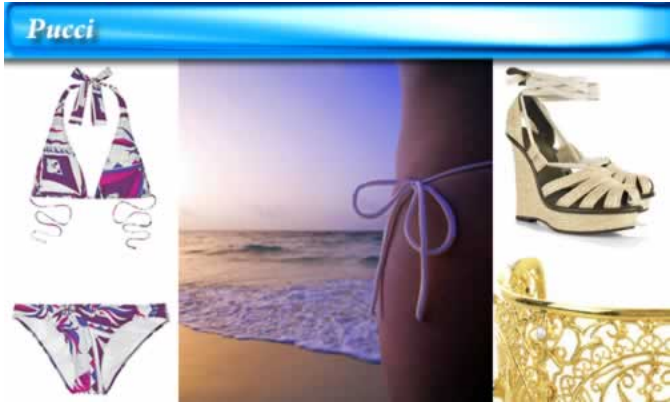
*Perhaps the talk of the town this season - the finest of fine apparel and accessories.*

#### Hugo Boss

46 Main  
East Hampton

*Located in Gucci's old space, Boss' first Hamptons pop-up boasts a nautical feel and appropriate goods.*





**Pucci**  
66 Newtown Lane  
East Hampton  
*Pucci returns with a Hamptons-specific collection.*

**Trina Turk**  
79 Main Street  
East Hampton  
*This is Turk's second store in the area.*



**Hermes**  
63 Main Street  
East Hampton  
*Looking for the ultimate in luxury beach towels, scarves and accessories? This is the place.*

**Temperley London**

53, The Circle

East Hampton

*A unique collection of antiques and apparel.*



**Magaschoni**

2 Newtown Lane

East Hampton

*Joining a sister store in Southampton, find your summer cashmere!*

**Edit Summer**

38 Jobs Lane

Southampton

*Designers offered at this apparel boutique include Derek Lam.*





**Asprey**  
45 Main Street  
Southampton  
*You'll think you're in a walled English garden here, but this is a shop bedecked with sterling silver, crystal, china and leather goods.*

**Screaming Mimi's**  
662 Montauk Highway  
Montauk  
*Back again this summer with its combination of vintage and street chic.*



**La Perla**  
66 Newtown Lane  
East Hampton  
*The headquarters for exceptional lingerie and swimwear.*

**Steven Alan Bazaar**

52 Newtown Lane  
East Hampton

*A great place for your basics, from t-shirts to totes.*



**Michael Kors**

30 Main Street  
East Hampton

*Not surprisingly, accessories driven, the perfect place for this season's bag or sunglasses.*

**LaurenG**

112 Hampton Street  
Sag Harbor

*Lauren Gabrielson is an assistant designer to Ginny Hilfiger, and this pop-up will carry art, antiques and Ginny H by Ginny Hilfiger apparel.*





**Cynthia Rowley**  
 696 Montauk Highway  
 Montauk  
*Simply titled "Shop" and scheduled to remain open through October, this boutique showcases Rowley's beach and resort wear.*

*And we still have activity in town.*



**Imilla Road**  
 29 Orchard Street  
*Imilla Road will launch a number of pop-ups featuring affordable apparel and accessories around the city this summer.*



**Blank SL8**  
 Port Authority Bus Terminal, 41st Street and Eighth Avenue  
*Part of an agreement with the Fashion Center business improvement district and the Times Square Alliance, this space is home to different retailers for a month or two at a time. It changes regularly, so just keep checking.*

Remember, the key to these stores is that they're TEMPORARY - the Hamptons units for the summer season, and some for just a few days in New York. Look at your local papers and websites to find some great deals.

*Happy Summer and Happy Shopping!*