

MANHATTAN

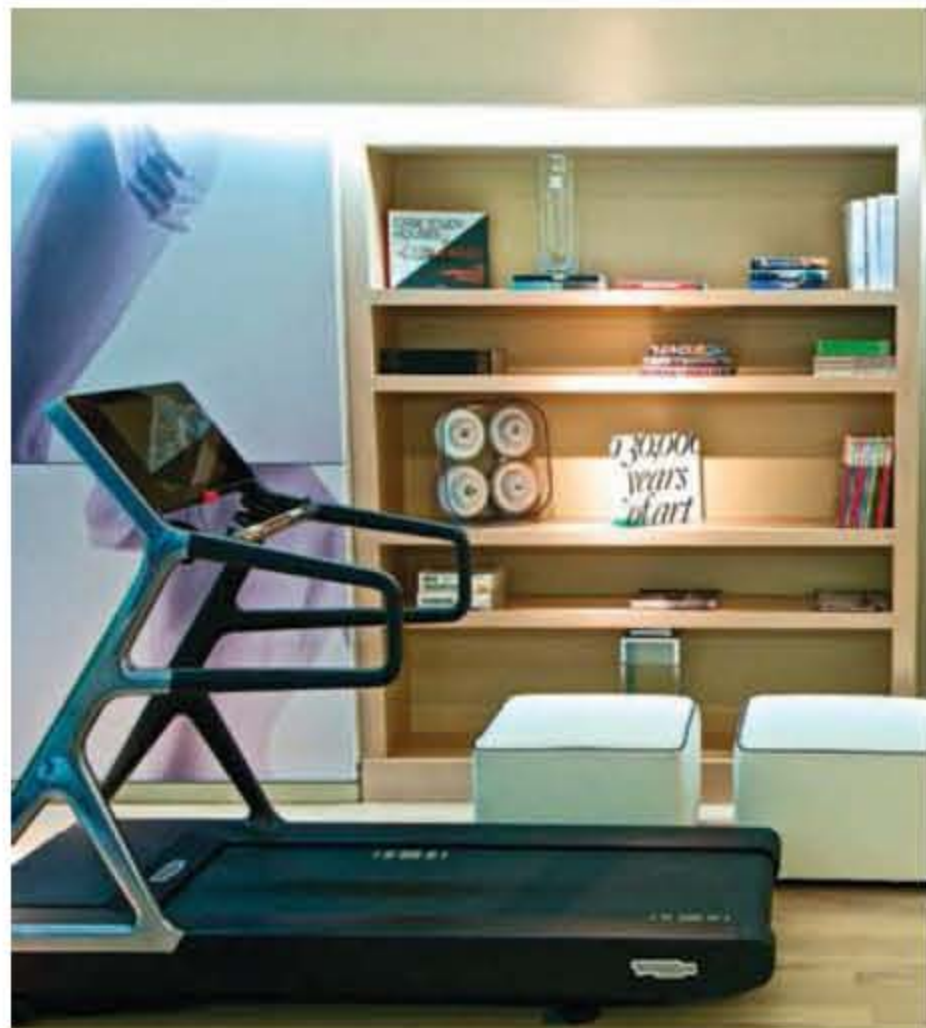
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SHOP BUZZ

BY KATIE KIEFNER

With a new year comes new boutiques to blow your holiday bonuses! At **Realm** (*98 Greene St., 212.334.9600*) there's a gorgeous mix of avant-garde pieces from the likes of Alexis Mabille and Jean-Claude Jitrois, but top-notch perks like Plexiglas shopping bags and complimentary car service in a chauffeured Bentley certainly sweeten the deal.

Realm, at 98 Greene Street, NYC, was leased by Faith Hope Consolo and Joseph Aquino of Prudential Douglas Elliman's Retail Group.



Pump It Up!

If your home gym consists of a rickety treadmill and a few dumbbells, it's time for an overhaul. And even though its name sounds like some bizarrely themed European nightclub, **Technogym** is the first (and perhaps only) stop you should make. It's the ultimate in luxury fitness equipment—models start at \$10,000, and the line is featured in hotels like the Standard in

New York and the Delano in Miami. Not sufficiently impressed? Technogym is also the official fitness supplier for the Olympic Games. The new storefront at 70 Greene St. functions as an education center, lounge and showroom. If you need interior designers to show you how your new gym will look, they've got those too.
—Lauren DeCarlo



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With a new year comes new boutiques to blow your holiday bonuses! At **Realm** (98 Greene St., 212.334.9600) there's a gorgeous mix of avant-garde pieces from the likes of Alexis Mabille and Jean-Claude Jitrois, but top-notch perks like Plexiglas shopping bags and complimentary car service in a chauffeured Bentley certainly sweeten the deal. One block east, a meticulous selection of shoes from emerging European designers is on display at **Ruia** (65 Mercer St., 646.449.8464), a charming spot that offers a limited run of each style to prevent ubiquity. Lingerie shopping for covetable brands like Araks, the Lake

WHAT'S IN STORE A peek inside Ted Baker's Meatpacking District boutique; the latest offerings from Guess.



and Stars and Wundervoll just got easier now that **Journelle** (125 Mercer St., 212.255.7801) has opened its second storefront. Rendezvous on the west side with tastemakers like U.K. stalwart **Ted Baker** (32-34 Little W. 12th St., 212.647.0991). The line of quirky work basics and women's clothing have found a second home at an industrial Meatpacking space. A few blocks away, a historical carriage house has been transformed into the first stateside space for **Pierre Hardy** (30 Jane St., 646.449.0070). Cop color-

block wedges or strappy mandals from the resort collection. For street-chic denim and accessories, drop by the **Guess flagship** (575 5th Ave., 212.922.9792) en route to Swiss watch gallery **Breguet** (711 5th Ave., 646.692.6469) for a look at the boutique-exclusive wristwatch Réveil du Tsar, encased in 18-carat rose gold. And stock up on Eve Lom's luxurious morning-time cleanser or Sarah Chapman's overnight facial at British beauty import **Space NK** (968 Lexington Ave., 212.941.9785).
—Katie Kiefner



Sleeping Tight

The *Coco-Mat bed*, sold in Europe for 20 years, has finally arrived in Manhattan. Its hallmarks: spectacular comfort and a truly nontoxic sleeping environment. Layers of cotton, wool, coco fibers, horsehair, seaweed and goose down—never any metal—compose its innovative design.

But the real draw for New Yorkers is that its hypoallergenic, moisture-resistant materials, cocooned in two washable, organic cotton liners, help battle bedbugs. Should they come biting, simply unzip, wash and shudder! Starting at \$2,200, exclusive to ABC Carpet & Home, 212.473.3000, abchome.com. —Donna Paul