

# DISTRICTS FOR DESIGNERS



FAITH'S FASHION FOCUS:

## *Broome Blooms & Spring Stores Sparkle*

**IF EVER THERE WERE A DISTRICT** that has proven to be a superstar, it's Soho – the area south of Houston Street that has evolved from 17th century fields to the progressive urban settlement it is today. Boutiques, restaurants and hotels have taken over the factories-turned-lofts, with Broome and Spring Streets particularly busy as the en vogue epicenter!

### **HISTORICAL HOMAGE TO THE HIP**

SoHo dates from the early 1600's when it was a grassy Native American settlement. By the late 19th century, it had become an industrial center, with small factories throughout the area. It also became a commercial powerhouse, home to the earliest units of Lord & Taylor and Tiffany & Co. But as those factories shuttered in the mid-20th century, artists began moving into the large loft spaces, and in 1973, the entire neighborhood became a historic district.

Redevelopment quickly followed, with Broome Street and Spring Street becoming the Main and Main of what is now the trendiest area in the city.

### **SHOP THE SCENE**

From well-established international brands to the nouveau, everything is available at your beck and call and selection is supreme. Boutiques dominate apparel and accessories on both thoroughfares: Palma, 463 Broome, features edited selections from some of the finest designers; Patina provides outstanding vintage couture, accessories, jewelry and home furnishings at 451 Broome. John Varvatos' menswear can be found at 122 Spring Street. Calypso St. Barth Home offers that chain's eclectic mix of apparel and accessories at 406 Broome, joined by Calypso Au Marche 426 Broome and Calypso Enfant at 426



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Broome. Crumpler's bags can be found at 45 Spring. Flying A (169 Spring) brings Danish style to the city. Nanette Lepore creations can be found at 423 Broome, while Kate Spade is at 454 Broome. Streetwear pioneer Union is relocating from 172 Spring to 176 Spring.

Imports include: Custo Barcelona at 474 Broome and J Lindeberg's menswear at 126 Spring. While Chanel is renovating 139 Spring Street, they have set up shop at 134 Spring Street. Jerome Dreyfuss has finally bowed at 473 Broome Street, next door to his wife Isabel Marant at 469 Broome.

Looking for shoes? Try the sexy, but durable offerings from Ottiva, 192 Spring or Salvatore Ferragamo's classics at 124 Spring. Jenny B's pretty boutique is at 118 Spring. Varda is now a neighborhood staple at 147 Spring.

“*[Soho is]...the perfect way to spend a day, a weekend, or the rest of your life!*”

Ochre's home furnishings and textiles can be found at 462 Broome. Robert Kuo's home decor combines the sophisticated and the whimsical with an Asian flair at 303 Spring; Also check out the Mark Shilen Gallery 457 Broome for carpets and rugs. Portico, 72 Spring, has terrific bedding. MOMA, 81 Spring, offers art-inspired décor. Just Shades offers lampshades at 21 Spring, while the Shade Store's amazing assortment of window coverings can be found at 480 Broome.

Nor is beauty neglected: Sabon offers soaps at 93 Spring; Amore Pacific's skin care can be found at 114 Spring; mall mainstays L'Occitane and MAC are at 146 Spring and 113 Spring, respectively; and Shiseido Studio cares for your face at 155 Spring.

True to its more recent incarnation as an artists' haven, antiques and art galleries remain a major sight here, though some are on upper floors: Animazing Gallery at 461 Broome; Broadfoot & Broadfoot Gallery at 484 Broome; Broome Street Gallery at 498 Broome; E. Buk Antiques and Art, 151 Spring; Eleanor Ettinger Gallery, 119 Spring; Ioan Nemtoi by Artech at 466 Broome; Opera Gallery at 115 Spring; Sisis The Art Mosaic Factory is at 470 Broome; Sragow Gallery, 73 Spring; and the Woodward Gallery at 476 Broome.

A new concept is the Shopping Box at 360 Broome, which rents 140 14" by 15" cubbies to anyone with a product. Those with specialized book interests should head to the New York Open Center Bookstore for tomes on holistic learning at 83

Spring. MarieBelle Fine Treats and Chocolates offers sweet treats at 484 Broome. Want a dance lesson? Dance with Me SoHo, 466 Broome Street, is the latest studio from Maksim Chmerkovskiy from TV's Dancing with the Stars.

### DESIRE TO DINE

Name your preference. Café Café offers pastries, sandwiches, salads and coffees at 470-A Broome Street. Bistro Les Amis provides affordable French fare at 180 Spring. Aquagrill has a lively bar scene at 210 Spring. Aurora Soho has terrific Italian at 510 Broome, just blocks from Giorgione's cuisine at 307 Spring. Balthazar remains a spot to see and be seen at 80 Spring. Greek and Spanish food can be found at Beba, 71 Spring. Famous Ben's Pizza satisfies that craving at 177 Spring. Food from French colonies from around the world can be had at FR.OG (French Origin) at 71 Spring. Ivo & Lulu proffers French-Caribbean cuisine at 558 Broome. Bring your own bottle and enjoy bistro dining at La Sirène at 558 Broome. Some declare Ruben's Empanadas (505 Broome) the best in the city. The Cupping Room Café, one of the oldest restaurants in the area, serves breakfast, as well as lunch, brunch and dinner at 495 Broome.

### STAY TO PLAY

The newest hotel in the district is on Spring – The Trump Soho at 246, featuring 46 stories of luxury rooms, the Quattro Gastro-nomia Italiana restaurant, and an upcoming spa. Also on Spring are the Signature Lofts at 147 Spring. The Mercer, at 147 Mercer Street, offers a more intimate experience, with 75 rooms on six floors that emulate the loft living found throughout the area. But also check out the quiet 60 Thompson, designed by Aero Studio (which has worked on homes for Giorgio Armani and Ralph Lauren). The Soho Grand at 310 West Broadway's 363 rooms combine state-of-the-art technology with sleek furnishings.

SoHo, once a forgotten neighborhood, has now become – and remained – THE place to shop, dine, stay and enjoy. It's the prototype of and greatest triumph of gentrification, the perfect way to spend a day, a weekend, or the rest of your life! ■



*The Soho Grand Hotel*