



ZOË SALDANA

On-screen in *The Words*. Offstage in Fall's Greatest Looks.

BY ZACHARY QUINTO

MADE IN NEW YORK: THE MISSION TO
SAVE THE GARMENT CENTER

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what to wear

IN THE UPPER EAST SIDE, WHERE FORTUNE MEETS FASHION, NEW BOUTIQUES ABOUND FOR FALL. BY ALLISON POLSTER

Mariotte Olympia

The London-based label launched its American outpost with an Art Deco-inspired shop with its signature spiderwebs woven into the iron railing leading to the lower level.
E. 65th St., 212-744-1842; mlotteolympia.com

Izabeth McKay

The shop's design matches the rarest it houses. "Just like the collection, we wanted to mix vintage and modern pieces together to create a unique, intimate shopping environment," says McKay. It does so with details of antique bookcases and work by McKay herself.
20 Lexington Ave., 212-802-6262; emckay.com

Ippolita

This month, Ippolita debuts its first boutique in the US with fine jewelry in gold, silver, rose gold, diamonds, and gemstones. Ippolita herself designs that the Upper East Side perfectly suits her inspired gems. It has such an eclectic mix of tradition and newness," she says. It is an elegant address that is giving a fresh injection of modern art and fashion."
5 Madison Ave., 646-664-1010; ippolita.com

Mariana Antinori

The store concept is to present vintage and new Italian designers, through its collection of belts, handbags, jewelry, shoes, and

"I love the pearl collection of Imara Perle from Imara Ruffo di Calabria; she reinterpreted the old three-strand pearls and combined them in a very modern way."
1244 Madison Ave., 917-697-2088; marianaantinori.com

Perrin Paris 1893

The Carlyle Hotel gets a touch of Paris with this new East Coast flagship designed by French architect Chaban Minassian. The label originated as a tannery and quickly grew to specialize in gloves. Today many of its designs showcase features associated with glove making.
987 Madison Ave., 212-585-1893; perrinparis.com

Superdry

Superdry marks its fourth New York City location with a new two-story boutique featuring special rooms for leather and fine footwear and personal shoppers on-site, an exclusive amenity for the new shop. This fall, the store also debuts shearling pieces and expands its shoe collection.
716 Lexington Ave., superdry.com

Rebecca Taylor

"No matter what their style," says Taylor, "NYC women always find a way to add a little edge to their look, which is what I do when designing our pieces." This fall, expect loads of leather at the new boutique, including quilted jackets and even track shorts.
980 Madison Ave., 646-560-2515; rebeccataylor.com

Sandro

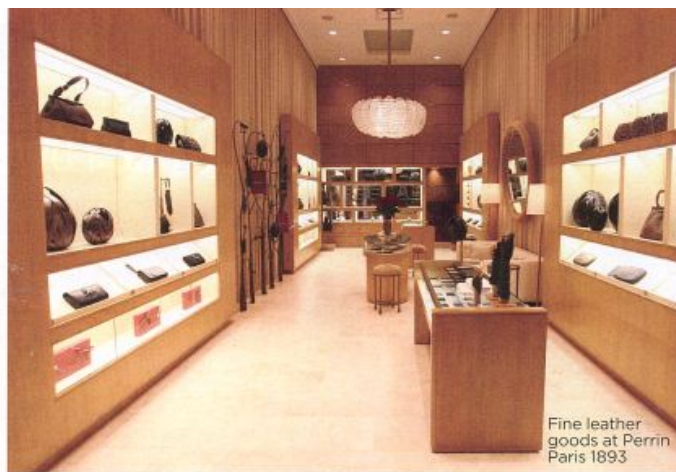
"I love winter white," explains creative director and founder Evelyn Chetrite. "I think it looks so sharp and chic in the fall, so I am very excited to introduce the off-white leather collared coat." The piece will join other fall standouts, such as the python-printed suit, in the new shop of comfortable, modern styles.
986 Madison Ave., 212-772-8500; us.sandro-paris.com

Vince

"We used the most luxurious materials to build the store—mahogany wall paneling, white oak flooring, and antique bronze fixtures," says founder and president Christopher LaPolice. The new flagship, with its 11-foot ceilings and enormous windows, carries must-have fur and shearling pieces this season.
980 Madison Ave., 646-560-2897; vince.com

Zadig et Voltaire

Minimalist casual clothing with a bit of edge defines this label. "Today on Madison Avenue, we're doing chic sportswear," says CEO and founder Thierry Gillier. "I'm trying to build a story about a more casual way to dress every day for the Madison Avenue customer. The brand brings a rock 'n' roll vibe to the Upper East Side."
992 Madison Ave., 212-396-3800; us.zadig-et-voltaire.com



Fine leather goods at Perrin Paris 1893

PICTURE IT

PhotoOp family photography studio heads east for its second location.

With the opening of PhotoOp's second New York City location, owner Nathan Gindi takes the process of capturing family portraits to a new level. The space features an 800-square-foot studio and exclusive viewing room for families with a projector and nine-foot screen. "Our clients can view photos in large format and in the sizes they wish to display in their homes," says Gindi. The studio also caters to its discerning clients with carefully chosen frames and mounts. "We have spent two years curating a selection of very unique framing and mounting options," Gindi says. "Our customers are always looking for creative and contemporary ways of displaying their photos as pieces of art."
1475 Third Ave., 212-988-8714; photoopnyc.com

