

# Philadelphia where now

The savvy traveler's guide

»FASHION+BEAUTY

## Casual to Couture

No matter your look or budget, Philadelphia's clothing boutiques delight all kinds of stylish shoppers—the only snag is fitting everything into your suitcase for the trip home.

BY AMY CARNIOL





Rittenhouse Row

## Trendsetter

Philly gives trendsetters plenty of fashion-forward options. With locations in Northern Liberties and Rittenhouse Square, **Arcadia** (819 N. 2nd St., 215.667.8099; 265 W. 20th St., 267.519.3634) specializes in locally-made goods and cool, sustainable fashion. Get your glam on at **Smak Parlour** (219 Market St., 215.625.4551), an Old City spot that oozes trendiness. Step inside the bubblegum pink storefront and stock up on clothing and accessories. At **Verde** (108 S. 13th St., 215.546.8700) in Midtown Village, mingle with stylish shoppers looking for everything from the latest nail polish color to unique jewelry.

We dare you to walk out without visiting the Marcie Blaine Artisanal Chocolate counter, with gourmet sweets made onsite.

## Traditional

Prefer a more traditional look? Nothing says classic style like **Ralph Lauren** (200 S. Broad St., 215.985.2800). Located in The Bellevue, the well-known brand's clean lines and simple patterns create looks that work for any season. **Sophy Curson** (122 S. 19th St., 215.567.4662) has been outfitting locals in designer gowns and accessories for over 80 years. The personalized service, expert staff, and timeless style attract both

new and repeat patrons. A few blocks east, the expansive **Anne Klein** flagship store (1711 Walnut St., 215.864.0110) specializes in sportswear, seasonal items, and time-tested favorites. This three-story concept showroom is the only Anne Klein location that carries the brand's signature tote.

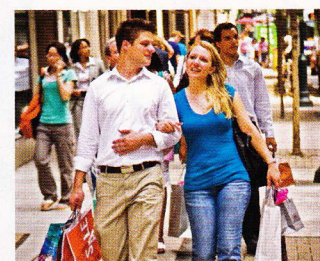
## Fun & Cheap

For the bargain hunter, **Philly AIDS Thrift** (710 S. 5th St., 215.922.3186) reinvents the thrift store experience with a kitschy touch. Drift from Fancy Land, stocked with half-priced clothing, to Dollar Land, where every item is \$1. Proceeds from all sales support local HIV/AIDS service organizations. Kamee, a new addition to **The Shops at Liberty Place** (1625 Chestnut St., 215.383.6800), offers cool looks at affordable prices. From swimwear and athletic gear to dresses and jewelry, nothing in the store costs more than \$40. With a light-filled aesthetic and a modern vibe, **Greene Street Consignment** (700 South St., 215.733.9261, greenestreet.com) may seem like an expensive boutique at first glance, but the prices tell a different story. Discounted items from brands

ranging from Gap to Gucci fill the racks at nine locations throughout the Philadelphia area.

## Elegant

Luxury mavens should head to ritzy Rittenhouse Square. Look for exquisite small collection accessories, exemplary customer service, and a laid-back atmosphere at **Egan Day** (260 S. 16th St., 267.773.8833). Tucked away from the hustle and bustle of the neighborhood, this relaxed oasis offers high-end jewelry from



world-renowned designers. Drape yourself in leather, fur and shearing at **Jacques Ferber** (1708 Walnut St., 215.735.4173), a family-run business since 1920. This elegant showroom offers ready-to-wear outerwear and accessories, as well as custom designs. At upscale boutique **Adresse** (1706 Locust St., 215.985.3161), browse through top designer pieces from The Row, Proenza Schouler, and Lela Rose.

## Spa Specials

Show Mom appreciation by treating her to a relaxing escape at one of Philly's top spas

Embrace spring renewal with a visit to one of Philadelphia's tranquil spas. All month, **Rescue Rittenhouse** (255 S. 17th St., 2nd Floor, 215.772.2766) offers the Parisienne Facial at a discounted price of \$200. To celebrate Mother's Day, **Juju Spa & Organics** (728 South 4th St., 215.922.3235) gives moms a free 15-minute head and neck massage with the purchase of any 60-minute massage or facial from May 5-12. **Rejuvalux Body Klinik** (2012 Walnut St., 215.563.8888) also has matriarchs in mind with its Perfect Mom, Unconditional Love and Absolute Gratitude packages, which range from \$99 to \$275 for massages, pedicures and more. —AC

