

SUNNY DAYS OF SUMMER

SHOPPING IN THE HAMPTONS



BY FAITH HOPE CONSOLO

The prospect of sumptuous summer shopping in the Hamptons may be the only force that can make our City of Shopaholics yearn to travel East. The eastern tip of Long Island is a playground of luxury. With plentiful openings of beautiful beachside boutiques, the retail landscape is soaring this season. Coupled with a distinctive array of new dining options, vacationers will be tempted to extend their stay indefinitely.

Long Island is the largest island on the East Coast, stretching about 120 miles from New York City to the eastern end. The South Fork is home to the Hamptons, the places to see and be seen from June to September. From Westhampton to Montauk, there's a shopping thoroughfare in every town, all with a vivid bouquet of new boutiques, stores and services.

In Southampton, shoppers are thrilled to welcome **Brooks Brothers** to 9,850 square feet of space at 48-50 Main Street. **Brahmin Leatherworks, Inc.** is at 58 Jobs Lane in a three-room store featuring all things leather. **J. Crew at the beach** is open at 86 Main Street, and **Alice + Olivia** is also new



to the area at 62 The Circle. **Biba** is a multi-label elite shop debuting at 81 Jobs Lane.

Bridgehampton vacationers will love to frequent **Valery Joseph Salon**, who has added 2545 Main Street to its roster of locations, which includes Madison Avenue and the Upper East Side. Luxury dog boutique **Hamptons Hounds**, at 2485 Montauk Highway, features a "Yappy Hour" every Saturday, where refreshments are served to dogs and their owners. **A Mano Beach House**, a new shop by Adam Mahr purveying only handmade crafts, recently opened on Main Street.

Along the ever-transforming corridors of East Hampton, which already feature **Emporio Armani**, **Jonathan Adler** and **Cole Haan**, there are a bevy of new boutiques. Menswear designer **John Varvatos** has come to a freestanding, 1,800 square foot store at 54 Newton Lane. The highly anticipated **Ralph Lauren Children** opened in 2,500 square feet at 45 Main Street. In August, **Elie Tahari** will launch a 5,000-square-foot global flagship boutique on the corner of Main Street and Newton Lane. The flagship will feature the designer's women's collection, as well as its recently launched accessories and men's collections.

Home furnishing emporium **J. Roaman** comes to 48 Newtown Lane, **Catherine Malandrino** has opened at 25 Newtown Lane and **Tory Burch** graces 48 Newtown Lane. **Gail Rothwell's** 2,000 square foot shop at 66 Newtown Lane is the place for ready-to-wear from Lanvin, Marni, TSE and accessories from Lambertson Truex and Bottega Veneta.

In Amagansett, **Rube** moved into 1,000 square feet at 156 Main Street, offering men's and women's clothing, accessories, and a fragrance bar. One-man hair salon **Raven Studios** is at 136 Main Street, where stylist Joseph Alvarez does color and cuts, but also uses the space as a gallery for summer art shows.

In East Quogue, **Shoe Vixen** has opened at 487 Montauk Highway, purveying an inventory of more than 2,000 pairs of shoes. The same owner has renovated and added designs to the consignment shop next door, **Once Upon A Time**.

At the very end of the island, Montauk, shoppers excitedly greet **Calypso** at 99 The Plaza. **Tauk**, at 54 South Erie Avenue embodies the "beach culture," with hip clothing and accessories for men and women.



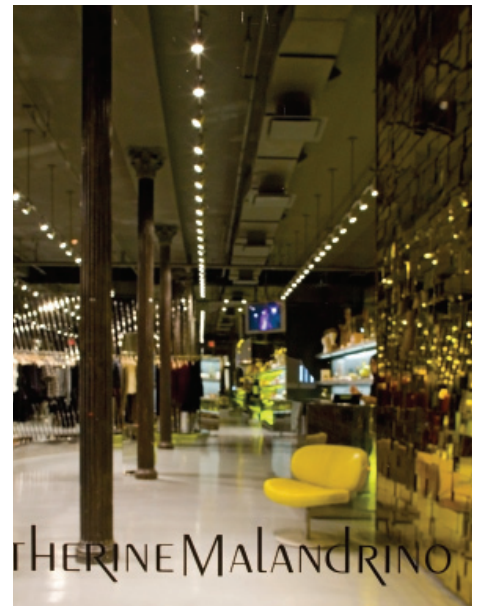
Whether you spend your day shopping or at the beach, it is certain that you will work up an appetite. Here is a preview of the new restaurants for the summer season.

Easthampton's **Prime 103** is a new steakhouse, sushi bar, and lounge at 103 Montauk Highway in East Hampton. **Matto** comes to 104 North Main Street, featuring an eclectic Italian menu, as well as a country-style chef's table with cheese, olives, breads and spices. Longtime favorite nightclub, the **Star Room** at 378 Montauk Highway, is being renovated by New York designer Isabella Wolfe. She promises an "ethereal forest" theme with imported 15-foot birch trees around the dance floor.

Southampton welcomes **Birchwood on the Park**, a rustic Polish American pub, to 76C Jobs Lane. **Tugboat's North Sea House**, 1271 North Sea Road, serves up a simple roster of burgers, chicken sandwiches and "spiedies" - skewered grilled meats served on Italian bread. Other new entries in the neighborhood include **Pink Elephant at Cabana**, 281 County Road, and from the owners of Manhattan's Marquee and Tao in Las Vegas, **DUNE** at 1181 North Sea Road. **Stereo by the Shore** comes to 125 Tuckahoe Lane.

In Hampton Bays **Whitehouse Nightclub** boasts a 46,000-square-foot entertainment mall, with separate music rooms, sushi bar and shopping boutique at 239 East Montauk Highway. **Tony's Fusion Express** at 1 West Main Street showcases such specialties as pad Thai, chicken with broccoli and spicy tuna rolls.

The Patio at 54 Main is a newly renovated spot in Westhampton Beach with a wine room, 10-seat chef's table and New American menu.



Sagaponack welcomes a new Texas barbecue joint, **Townline BBQ** at 3593 Townline Road.

Tutto Il Giorno is now open at 6 Bay Street in Sag Harbor. The restaurant's name means "all day" in Italian, referring to the fact that the restaurant serves breakfast, lunch and dinner daily.

Chef Mario Morales, from Dos Caminos in Manhattan, opens **27 Authentic Mexican Kitchen** at 2095 Montauk Highway in Amagansett.

This summer's Hamptons jaunts will quickly turn into full-fledged vacations, as visitors become mesmerized by new shops and restaurants. In September, well-rested fashionistas will return to Manhattan with a first-class wardrobe.

Happy Summer & Happy Shopping!

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