

C what's hot

BRENTWOOD BOOM

With a bevy of new boutiques, L.A.'s classic Brentwood Country Mart is going from old standard to style mecca

C 16-PAGE JEWELRY SPECIAL

CALIFORNIA'S FIRST LIFESTYLE MAGAZINE

TRUE ROMANCE
Fashion's New Frill

CLAIRE DANES
A New Yorker's California Love Affair

SAN DIEGO
Heats Up

THE PRINCE OF POSH
Designer Michael Smith

PLUS 5 Artists To Buy NOW

Marie Mason Apothecary serves up beauty in an oasis of serenity.



Brentwood Country Mart's cobblestone courtyard

Monogram Market's finery



Cath Kidston's tabletop



Resortwear at Calypso



what's hot

Built in 1948, the Brentwood Country Mart on 26th Street at San Vicente Boulevard has arrived, again. Originally modeled after Los Angeles' Farmers Market at Third and Fairfax, the mart was the place to go in the '50s and '60s. In 2003, James Rosenfield, who loved the mart as a child, obtained the master lease and set out to preserve its spirit while adding a new dose of energy. "I wanted to create a place where people could come and be transported to another time—when people said 'please' and 'thank you' and applauded old-fashioned values," he explains. With a focus on exceptional service and luxurious products, Rosenfield captures the boutique experience with shops individually operated by passionate, dedicated owners. Newest addition? An old-fashioned candy store and 1950s-inspired holiday events. Final proof that this place is unlike any other in the city? Parking is still free.

After 15 years of bringing the best in beauty to Fred Segal shoppers, Marie Mason ventured on her own with Marie Mason Apothecary (310-394-5710), her beauty boutique touting products from L.A.'s LaLicious body scrubs to Napa Valley's Olivina soaps, and even L'artisan perfumes from Paris. A master at the fine art of wrapping, Mason promises that every gift will look as special as the items inside. The second U.S. outpost for popular British designer Cath Kidston (310-451-6727) is filled with everything from parasols to picnic baskets to yoga mats, all in Kidston's vintage-inspired cottons and oilcloths. For autumn and winter, the designer will introduce a fashion line that includes children's clothing and women's apparel. The loyal customers of Monogram Market (310-395-7373) can't get enough of the personalized gifts like cashmere throws (in a wide range of colors with coordinating monograms), terry cloth toiletry cases and cotton rollneck baby sweaters. The must-give item for holiday? Monogrammed handkerchief linen pajamas in ice blue with contrasting cappuccino trim. Quintessentially California, Calypso (310-434-9601) delights with raw silk tunics, signature gauzy skirts in jewel tones with shimmering sequins, and classic string bikinis. Coercing customers to wear colors other than black, Calypso always carries resortwear and other beachy essentials.

Other must-visit shops include: New York sensation City Bakery Los Angeles (310-656-3040); upscale eyewear provider Selima Optique (310-260-0160); custom paperie Sugar Paper (310-451-7870); hip men's apparel shop Apartment Number 9 (310-394-9440); charming children's clothier Flora and Henri (310-587-1188); and for the kid in us all, Toy Crazy (310-899-5696). Brentwood Country Mart, 225 26th St., Santa Monica. ANDREA STANFORD