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LOCAL

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THE STYLE+FASHION ISSUE
CLOTHES-MINDED

WHAT'S IN STORE

By Beth Levine

There's been a lot of great press lately about Houston's food and music scenes, but our retail scene is no slouch either, as Houstonians sure do love to shop! With that in mind, and the holidays fast approaching, we wanted to give you a rundown of some of our favorite places to indulge in a little retail therapy. With SO many great stores to choose from, we threw in a little Q&A to give you some insight into what keeps these stores on the tip of our tongues and keeps them on the top of their game.



www.kickpleat.com /2565 Kirby Drive

KICK PLEAT Net-A-Porter hails Kick Pleat owner Wendi Koletar as one of their Top Five, and Kick Pleat works hard (she called me from Paris for this piece) to give emerging designers a place to thrive in a comfortable but cosmopolitan atmosphere.

THREE ITEMS YOU CAN'T LIVE WITHOUT?

A good pair of high-waisted trousers, a button-down and Martiniano flats.

TREND YOU COULD LIVE WITHOUT? Low-riding jeans.

YOU WANT YOUR CLIENTELE TO FEEL: Taken care of, loving the merchandise, inspired.

WHEN YOU AREN'T SHOPPING AT KICK PLEAT, WHERE ARE YOU? Uniqlo.

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ATRIUM is for the woman looking to find something chic and timeless without being stuffy, says owner Luvi Wheelock. “When I buy for Atrium, I buy thinking of pieces that I could build up in my closet for years. Of course, I have some trendy things, but they are in a silk blouse or Pima cotton shirts — so it gives it an elegant feel as well. I want people to feel like they can go from day to night in anything from the store.”

THREE ITEMS YOU CAN'T LIVE WITHOUT? Silk shirt — any color, jeans and a great scarf.

TREND YOU COULD LIVE WITHOUT? Embroidered bomber jackets.

YOU WANT YOUR CLIENTS TO FEEL: Beautiful and effortless.

WHEN YOU AREN'T SHOPPING AT ATRIUM, WHERE ARE YOU? Neiman's for when I want something cocktail. Brooke Feather for a casual vibe.



WHIM Owned by Cindy Reich (formerly of Wink Boutique), Whim focuses on showcasing emerging brands and designers for women with a unique fashion sense, at an approachable price.

THREE ITEMS YOU CAN'T LIVE WITHOUT? Sidney Garber snake bracelet, new Mary Jane pumps and anything from Katherine Kid.

TREND YOU COULD LIVE WITHOUT? Skintight skinny jeans. “I can do leg lunges till the cows come in and I'll never look good in them. But who am I to say? Fashion is a form of self-expression. What works for one person might not work for the next.”

YOU WANT YOUR CLIENTELE TO FEEL: Excited, comfortable, engaged.

WHEN YOU AREN'T SHOPPING AT WHIM, WHERE ARE YOU? At The Row in NYC, for the clean aesthetic.



IN2SHOP This pop-up boutique shop is the brainchild of friends Alexandra Bruskoff and Natasha Parvizian. Hosting home events, with more on the horizon, these stylish besties have a great sense of fashion and humor that resonates with the brands they feature.

THREE ITEMS YOU CAN'T LIVE WITHOUT? The perfect white tee, jeans and a pair of heels.

TREND YOU COULD LIVE WITHOUT? Panty lines. (Neon was a close second!)

YOU WANT YOUR CLIENTELE TO FEEL: Confident (girl power), fun, proud.

WHEN YOU AREN'T SHOPPING AT IN2SHOP, WHERE ARE YOU? Any place vintage.



RICHLY CLAD Wanting the feel of a small house, sort of like their home away from home, owners Kahia Perry and Cara Carbajal have created an intimate space where you can relax, enjoy a cocktail or a glass of wine and shop away.

THREE ITEMS THEY CAN'T LIVE WITHOUT? A statement jacket, a tee with a twist (they favor a good graphic tee or distressed tee from LNA) and a great-fitting pair of jeans.

TREND YOU COULD LIVE WITHOUT? Shoulder pads.

YOU WANT YOUR CLIENTELE TO FEEL: Unique, cool, fabulous.

WHEN YOU AREN'T SHOPPING AT RICHLY CLAD, WHERE ARE YOU? “We love supporting local boutiques here in Houston and during our travels.”



ST. CLOUD Artistic Director Cecilia Marquez strives to provide new and different items in the Houston market. She makes it a point to search for designers/makers that you can't find elsewhere, to give the store a sense of discovery.

THREE ITEMS YOU CAN'T LIVE WITHOUT? Jerome Dreyfuss bags, dresses from their new line 7115 by Szeki and comfortable Italian-made boots from LD Tuttle.

TREND YOU COULD LIVE WITHOUT? Bandage dresses. Just say no.

YOU WANT YOUR CLIENTELE TO FEEL: Comfortable, individual, excited.

WHEN YOU AREN'T SHOPPING AT ST. CLOUD, WHERE ARE YOU? Myth & Symbol, Tomo Mags and Brazos Bookstore.