

Where to COCKTAIL!



THE CAPRI HOTEL: Its Pink Elephant phase a hazy memory, the former meathead

mecca is home to Nobu, a Cynthia Rowley pop-up, and The Bathing Club lounge. Its sister hotels, The Atlantic and The Bentley, will get similar face-lifts soon. Reopening this weekend! 281 Country Road 39A, Southampton; (631) 283-6100, Capri-Southampton.com

SL EAST: The East End answer to the Meatpacking boîte, SL is taking over the Lily Pond space—and it's the sixth name for the spot in its history. It'll be open late, and only late (as in 11 p.m. to 4 a.m.), on Saturdays. 44 Three Mile Harbor Road, East Hampton, SLEast.com

RUSCHMEYER'S: Surf Lodge's Rob McKinley and Ben Pundole (last seen working for Ian Schrager) are shooting for a Memorial Day opening for their new hotel/restaurant project in the former Second House Tavern space. It's a "modern summer camp." Ben Towill and Philip Wisner of Fat Radish are running the restaurant. 161 Second House Road, Montauk, no phone yet

ELM: It's a restaurant! It's a club! It's brought to you by Double Seven co-owner Mark Baker with Rocco Ancarola, Yura Shabetayev, and Dave Sherman! By day, Elm will lure foodies with its celebrity-chef dinner series; by night, the subterranean lounge will draw clubbers. Doors open Memorial Day weekend—but there's no confirmed address yet.

OR MAY WE SUGGEST... SPIELBERG'S YACHT?

The Hollywood helmer is chartering his 282-foot, \$200 million megayacht, The Seven Seas, only months after he bought it! Granted, he's asking \$1.3 million a week, but he's graciously throwing in the 26-member crew.

FASHION WEEK DAILY.COM



SCENE Thanks be to André. Effective today, Balazs is unleashing StandardAIR, an 8-seat seaplane that will offer regularly scheduled flights from NYC to East Hampton for \$495 a seat. It's also available for charters all along the East Coast. For details, call 1-855-STNDAIR. Eight of you are probably reading *The Daily* on it!

MY HAMPTONS!

With actress Michelle Williams

Where do you stay in the Hamptons?
I like Amagansett.

What was your first summer job?

I was a waiter at a vegetarian health-food hotel in the Catskills. The food and the people were so terrible that I opened up a window, ran out of the hotel into an open field, and never came back. I even left my paycheck there!

Geez. How do you feel about your beach bod? It's horrifying.



MY HAMPTONS!

With actress Lake Bell

Where do you like to hang out in the Hamptons?
Water Mill a little bit, and Southampton.

Who's your ideal houseguest?

If I had some luxurious, palatial mansion out there? Probably everyone I did the *Orgy* movie with. It would be easier to just get all of them carted there because a great night would be ensured. Is there anyone whose house you'd like to crash at?

I don't know enough about the Hamptons address book.

Favorite summer job?

I did an internship at an ad agency once in the creative department. It was awesome! They gave us pajamas with reflective tape on the sleeves as a company gift. I still wear them.



Plus!

Get Home Safe, Kids!

Wasted? A delightful company called LilyBug (LilyBugScooters.com) will dispatch a driver on a scooter to your location and get you home alive. The scooter goes in your trunk, the driver takes you and your car home and then scoots on his or her merry way. *The Daily* grilled owner William Heath:

How much does it cost?
You can book our drivers for \$65 an hour for the first three hours. The price drops to \$55 an hour after that. Otherwise, you can book us by distance, which would range from under \$40 to \$400.

Who are your customers?
We have two types: We have the young, work-hard-play-hard people—the bankers, lawyers, doctors—who are going out

to the hot clubs. They're using us because they've been out drinking and don't want to drive home. Then we have the early-bird special, for the elderly population that doesn't like to drive at night.

How inebriated should we be before we call you?
We get so crazy-busy on the weekends, we tell people to think ahead. While I wish we could take every call at every hour, we're pretty much fully booked after

midnight on Saturdays and Sundays. Call us when you're pre-gaming and schedule ahead so we can take you home. **Do your drivers have a dress code?**
Our guys are dressed up like Jack Daniels' bottles: a black uniform with JD logos and a red jacket. **Can we text you?**
We tried once, but when it comes to drunk people trying to text credit-card numbers for bookings, it becomes a real mess.

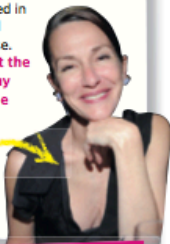


RETAIL REPORT, PART II

Cynthia Rowley Hits the Capri Hotel
 281 County Road 39A, Southampton
Why more Cynthia on the East End?
 I love my store in Montauk, but it's unrealistic to think that customers from Southampton will make the trek. **How did you end up playing curator (for the art in guest rooms) and, best of all, designing the pool?**

It was the chance to present a more contextualized vision rather than simply a stand-alone boutique. While creating the pool-bottom graphic at the Capri, I was reminded of David Hockney's pool painting at The Roosevelt in L.A. My online art company, Exhibition A, will have prints displayed in the lobby that hotel guests can purchase. **How did you select the vacation miscellany that's unique to the new location?**

We're not packing emergency survival kits here. Practicality is not the first priority.



Happy 40th, Vilebrequin!

To celebrate, Fabien Cousteau, grandson of Jacques, created a special print to benefit the Plant a Fish charity. Proceeds from sales of the limited-edition trunks, which retail for \$550, will benefit turtle restoration on six continents. Pick yours up at Vilebrequin, 42 Jobs Lane, Southampton, or at Vilebrequin.com.



RETAIL REPORT, PART III

Rogan Gregory Checks In at Surf Lodge

183 Edgemere Street, Montauk; (631) 238-5190

What's new?

I've been coming to Montauk for 12 years, and my friend Robert McKinley, the co-owner of Surf Lodge, surfs with me. When they opened the Surf Bazaar shop in 2010, we started selling Loomstate and Rogan there. Then this year, I decided to collaborate with Rob on the Surf Lodge uniforms. They're all limited-edition—and they're all for sale! **How do you find time to get surfing into the mix?**

What makes work tolerable is that you know you can get in the ocean at the end of the day. It always, always reinvigorates and inspires me. No matter how much is going on, I'm never too busy to get in the ocean!

HEARD Michael Kors has relocated! Find him prowling around his new boutique at 30 Main Street in Southampton. And while you're in the neighborhood, don't miss Balenciaga, which is taking over the 900-square-foot space at 54 Main Street formerly held by Brooks Brothers. And what's this we hear? Topshop? Rumors about a pop-up are rampant. Yes, please!

RETAIL REPORT, PART III

Yigal Azrouël Opens in Bridgehampton

2415 Main Street, Bridgehampton; (631) 537-0143

What's the store like?

We've moved from Water Mill to a more convenient location. Our store is next door to a yoga space, and it has a backyard... We'll be doing events on Saturday nights, so come by.

How much time will you spend in Bridge?

I'll be there during the weekends, and a bit during the week. If I'm not there, I'll be out surfing in Montauk!



Where to SHOP

Steven Alan: Two summers after opening up shop, pop-up style, as Steven Alan BAZAAR on Newtown Lane, Steven Alan just brought his signature bounty of hipster button-downs to permanent digs on Main Street last week.



"It feels a bit more refined than our pop-ups," Alan explains. Expect lots of beach blankets—he sells thousands each summer. 75 Main Street, East Hampton; stevenalan.com

Jack Wills: The saucy "Anglo coed" look hit American shores last year, starting with a Boston bou-

tique and bringing the "Fabulously British" look to the preppy provinces of Martha's Vineyard, New Haven, and Nantucket. Next up: A one-stop Southampton spot for randy dandies and the bikini-clad lady friends who love them. 54 Jobs Lane, Southampton; (631) 287-8750

Stuart Weitzman: The well-heeled East Enders demanded



his presence, and Stuart Weitzman was happy to comply. His pop-up shop will offer a veritable feast of Main Beach and Maidstone-friendly espadrilles, wedges, and even jellies. A shop-in-shop featuring the shoe and handbag collection Theodora and Callum will sweeten the mix. 53 The Circle, East Hampton; (631) 324-5624

ERES: This jewel box of a lingerie boutique opened its intimate doors May 18 with a fête hosted by Molly Sims. It will be open

year-round.

55 Main Street, Suite 4, East Hampton; (631) 604-5544

Trina Turk: For the third consecutive summer, TT has popped up on Main Street. Expect more Cali-inspired housewares and a larger selection of items from her men's line, Mr. Turk. 79 Main Street, East Hampton; trinaturk.com

Edit Summer: This UES boutique once again brings a seasonally apropos slew of looks to Southampton's chic set. 28A Jobs Lane, Southampton; (631) 287-1110



THE CHIC List



ARE YOU ON IT?

Watch this space all summer long!

ROB MCKINLEY (40)
 MONTAUK
SPOT HIM:
 Navigating the crowds at his summer '11 haute haunt, Raschmeyer's

