

Brooklyn Blues

Turkish denim company Mavi is sweeping into Brooklyn with two boutiques. The Park Slope flagship (*below*) and its slightly newer Brooklyn Heights sibling both feature Mavi's "denim kitchen" installation: a display of the ingredients (buttons, rivets and fabrics) that go into crafting the jeans. Shoppers can also choose from a selection of shirts. | **Mavi, 205 Fifth Ave., Park Slope, 718.789.2038; 90 Smith St., Brooklyn Heights, 718.522.0836**



Black, White and Fragrant

Drawing inspiration from a childhood spent playing in his family cellars in Cognac, France, Kilian Hennessy aims to evoke "the sugar in alcohol and the wood of cognac barrels" in his high-end scents. As quaint as this philosophy is, Kilian, his first U.S. boutique (*above*), proves that the grandson of the founder of luxury goods group LVMH hasn't lost touch with his swanky roots. Bottles of By Kilian fragrances, including L'Oeuvre Noire and In the Garden of Good and Evil, stand tall on wall shelving, offering a suitably elegant backdrop to the Meatpacking District boutique's modern furniture and chandeliers, some of which the owner himself designed. | **Kilian, 804 Washington St., 212.600.1298**



Surf's Up!

Sports company Patagonia brings surfer vibes into the Big Apple at its new NoLiTa store. Racks of wet suits surrounding a line of colorful surfboards (*above*) in the center of the shop inspire beachy daydreams, while the California-based brand's signature fleece jackets offer men and women a stylish way to bundle up. | **Patagonia, 313 Bowery St., 212.228.2514**

Gadgets Galore

Hammacher Schlemmer has been the guru of gadgets for more than a century. The original mail-order company progressed from its roots offering hard-to-find tools in the late-1800s to selling never-before-seen devices at its Midtown shop in 1926. It spent 2013 renovating that store, which offers inventions such as temperature-regulating bedsheets, window-washing robots and animatronic fortune tellers. Look up to see a \$90,000 whale submarine and a motorized monocycle (*right*) dangling from the ceiling. | **Hammacher Schlemmer, 147 E. 57th St., 212.421.9000**



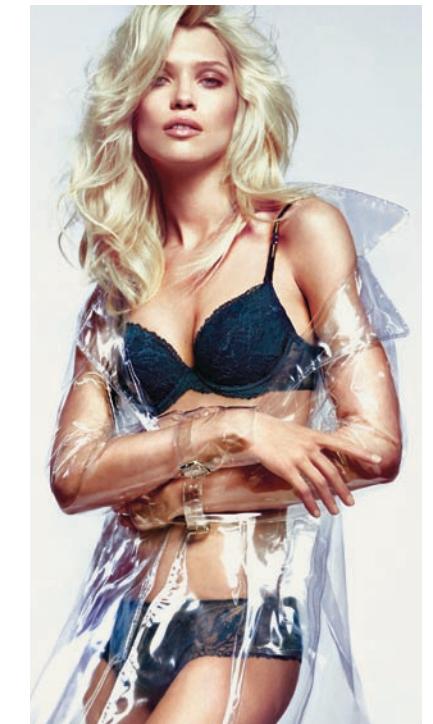
Down to Earth

Finishings made of reclaimed branches and green terrariums may seem unexpected at a womenswear shop for "understated luxury and modern design," but the earthy style adds charm and a sense of discovery to Otte's boutique (*below, left*) in NoLiTa. The new location—founder Kay Lee's fifth in NYC—showcases her signature collection of hats, blouses (*left*), pants and skirts, alongside apparel and accessories from emerging designers. | **Otte, 281 Mott St., 212.925.0200**



Afterglow

Makeup artist François Nars knows how to harness light to create beauty. His new SoHo boutique (*below*), which offers both cosmetics and lessons in application, glows with stark white walls, while his makeup uses essential oils for luminosity. With names like "Orgasm" and "Deep Throat," NARS products may induce blushing before they're even applied. | **NARS, 124 Prince St., 646.356.0423**



The Perfect Fit

The trained bra-fit stylists at Intimacy have revealed a secret: What's under our clothes can have a greater effect on our appearance than what's on the outside. That's why the expert staff at the lingerie chain's newly renovated Upper East Side boutique offers one-on-one styling sessions to put shoppers in supportive, comfortable bras. The store carries more than 90 sizes of premium European bras with matching panties, including brands such as Andres Sarda (*above*), PrimaDonna and Marie Jo L'Aventure. The boutique also allows shoppers to store their sizes and wish lists on its digital database, making repeat visits a breeze. | **Intimacy, 1252 Madison Ave., 212.860.8366**

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