



Raising the Bar

With so much construction going on in the city, it was only a matter of time before the ubiquitous scaffolding made its way into fashion. Enter Raising the Bar, NYC-based jewelry maker W. Britt's addition to her debut collection, Assembly Line. Using solid bars of bone, onyx, rose quartz and amazonite to mimic scaffolding rods, designer Brittany Weiss captures the art of building in bracelets (left), rings and necklaces that explore the connection between machine and nature.

| Oak, 55 Nassau Ave., Brooklyn, 718.782.0521

PHOTOS: ETIENNE AIGNER, COURTESY ETIENNE AIGNER; BRACELETS, COURTESY W. BRITT; WATCH, COURTESY TISSOT; BAG, COURTESY VALENTINO; CREMIEUX, COURTESY CREMIEUX; FRAGRANCE, COURTESY HANAË MORI PARFUMS



About Time!

Tissot, the Swiss watchmaker famous for serving as the "official timekeeper" at many world-renowned sporting events, brings its timepieces to its first boutique in America. The Fifth Avenue store carries the men's Quickster line (left), along with tickers from many of its other collections, such as T-Sport, Heritage and T-Classic.

| Tissot, 666 Fifth Ave., 646.669.7894

Traditional, Yet Trendy

European heritage brand Etienne Aigner debuts its ready-to-wear garment and shoe collection this fall at its SoHo flagship. While known for its accessories, the label's new line includes reversible wool coats, neoprene and leather crop tops, classic trousers and midskirts that draw from a perfect-for-fall palette of black, burgundy, cornflower blue, cream and red. Footwear also stars this autumn, with options like dark green zip-up booties; trendy, chunky pumps; and military-style shoes with a feminine edge. Etienne Aigner is currently undergoing a major revamp in North America, so fashionistas should look out for more changes like these from this established designer.

| Etienne Aigner, 65 Greene St., 212.334.1079

NYC DESIGNERS TELL MORE AT INNEWYORK.COM/EDITORSBLOG



A Space of Its Own

Once solely a house label for Dillard's department store, Cremieux is now strutting its stuff at its own boutique in SoHo. The French brand of bright, preppy clothes recently opened the space as a test run for a U.S. expansion, which could include around 20 stores. The new brick-and-mortar location focuses on Cremieux's high-end menswear (previously only available in Europe), along with its first American-made designs, including pocket squares, ties and loafers. Men can shop the collections of polos, jackets, sweaters and more, while picking up customized creations when the spot occasionally hosts its Italy-based tailor.

| Cremieux, 65 Mercer St., 212.343.3838

Be My Valentino

With more than 100 boutiques around the world, Valentino wants to do something extra special at its new Fifth Avenue flagship. That's why the 20,000-square-foot space boasts the largest collection of Valentino Garavani accessories worldwide. Valentino's ready-to-wear collections for men and women are on offer, but exclusive accent pieces, like zodiac finger clutches and "Rockrunner" sneakers, along with bags (like this calfskin leather shoulder bag, below), glasses and belts, have their own atrium, effectively creating an art installation of accessories.

| Valentino, 693 Fifth Ave., 212.355.5811



Reminiscent

It's a well-known fact that scent evokes memories. A whiff of fresh cookies, and you think of grandma's house; a trace of coconut puts you back on the Caribbean beach of your honeymoon. But can an aroma summon up someone else's memories? Japanese designer Hanae Mori's new namesake eau de parfum does just that, at least for her fans. Top notes of bergamot, orange blossom and jasmine represent the Japanese valleys of the fashionista's childhood, a fruity body of apple and strawberries reflects the patterns of her costume designs for ballets and operas, and hints of toffee and vanilla pay tribute to the patisseries of Paris. With a final result that is elegant and feminine, the concoction will certainly leave a legacy of new memories for wearers in the years ahead.

| Macy's Herald Square, 151 W. 34th St., 212.695.4400

