



Shopping in the Hamptons: The scene on the East End

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Every Manhattanite knows that summer is synonymous with excursions to the Hamptons. Dining and-of course-shopping abound in this sand-infused extension of New York. High design and en vogue boutiques perfectly mingle with the beach going masses seeking laid-back luxury. Whether you visit the East, South, West, Bridge or anywhere else on the East End, you will be presented with a bevy of chic boutique and dining options.

While your fellow shoppers are sweltering along Fifth and Madison Aves., you can enjoy the same couture retail experience in the Hamptons, propelled by a refreshing sea breeze. That's what I call a vacation!

In East Hampton, Intermix adds an outpost to 87 Main St., hosting a stellar roster of designers, including Chloe, Diane von Furstenberg, Giuseppe Zanotti, Sergio Rossi and more. Ralph Lauren's Rugby store has just opened at 32 Main St., while Bellhaus is at 328 Montauk Hwy., showcasing Alexander McQueen, Carolina Herrera and Walter Steiger, among others. James Perse is at 56 Newton Ln. and Mulberry is opening a "pop up store" on Main St. John Varvatos is preparing to impress even the choosiest of consumers, at 54 Newton Ln. Elie Tahari will open its doors at 1 Main St. in August. Tory Burch has expanded at 47 Newtown Ln.

Jackie Rogers opened at 3 Newton Mews in East Hampton and is also at 50 Jobs Ln. in Southampton. Urban Zen, a new boutique created and designed by Donna Karan, is at 4 Bay Stn in Sag Harbor. Yigal Azrouel has a pop up store in Water Mill. A special entry to Montauk at 662 Montauk Hwy. is the seasonal Screaming Mimi's, which boasts a treasure trove of haute vintage clothing. This year, the neighborhood establishment will also feature a new collection, Opening Ceremony for Screaming Mimi's.

In Southampton, Brooks Brothers is preparing 48-50 Main St. to be a monolithic destination for men, women and children. Brahmin Leatherworks, Inc. is slated for 58 Jobs Ln. J.Crew-at-the-beach will open just in time for beachwear shopping at 84B Main St. Erin Snow, purveyor of high-end activewear will have a four-month Southampton store this summer at 38A &38B Jobs Ln., flanked by Tracy Feith and Villebrequin.

For the third summer in a row, Manhattan's Valery Joseph Salon will coif its city customers in the Hamptons, with an outpost at 2545 Main St. in Bridgehampton.

Retail in East Quogue is also bustling, with the owner of Shoe Vixen, 487 Montauk Hwy., taking over consignment shop Once Upon A Time, 485 Montauk Hwy. Although details are secret, the new owner promises a complete renovation and additional inventory.

This summer, home design is front and center as a new season brings even more innovative designers. In the former Penny Whistle Toys space on Main St., Berns Fry Ltd is teeming with antiques and vintage discoveries. In Bridgehampton, Maison 24 at 2424 Main St. is a combination of department store and antiques shop-window treatments, home accessories and childrenswear.

Mark Borghi Art has moved down Montauk Hwy. to a bigger location next to the Golden Pear. Nancy Corzine is opening an outpost at 5 Main St. in Southampton and Rachel Ashwell's Shabby Chic in East Hampton has opened in the old Jonathan Adler space at 66 Newton Ln. and will carry some Adler furniture.

New dining options are set to impress even the shrewdest gourmards. In East Hampton, Almondito's has been transformed to Northern Italian eatery Almoncello at 290 Montauk Hwy. and Jeffery Chodorow debuts his Kobe Beach Club at 44 Three Mile Island Rd. Cherrystones Clam & Lobster Shack will also sell soft ice cream at 277 Pantigo Rd. also in East Hampton, where the Maidstone Arms welcomes Alison to 207 Main St., relocated from Bridgehampton. Honey Bar & Lounge, located inside Prime 103 steakhouse in East Hampton, is newly opened to impress champagne aficionados.

In Montauk, Sam Talbot of "Top Chef" fame will impress at Surf Lodge. The Southampton Inn, 91 Hill St., welcomes chef Peter Dunlop and his steakhouse Oso and summer treats reign at the new Maggie Moo's at 22 Jobs Ln. Manhattan restaurateur Tony Fortuna will run the steakhouse to be called TBar at Savanna's. Ed "Jean-Luc" Kleefield is transforming his casual Cajun eatery, Mumbo Gumbo into Italian bistro and caf   Grappa Wine Bar, 62 Main St. in Sag Harbor. Tutto il Giorno, perhaps the most anticipated opening this season is ready to serve at 6 Bay St. in Sag Harbor. Surf Shack, from Manhattan bar guru Alex Gordon, boasts casual Cajun seafood at 2095 Montauk Hwy. in Amagansett. Andre Balazs' Riviera-style restaurant on Shelter Island, Sunset Beach, welcomes chef Dan Silverman.

Happy Hamptons Shopping!

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