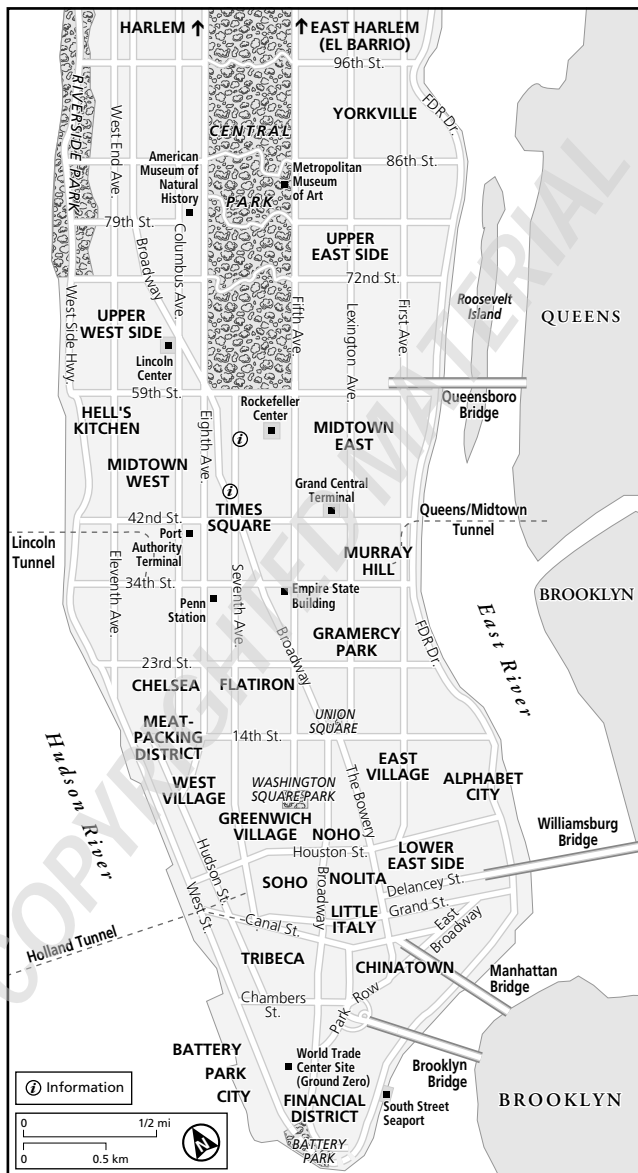
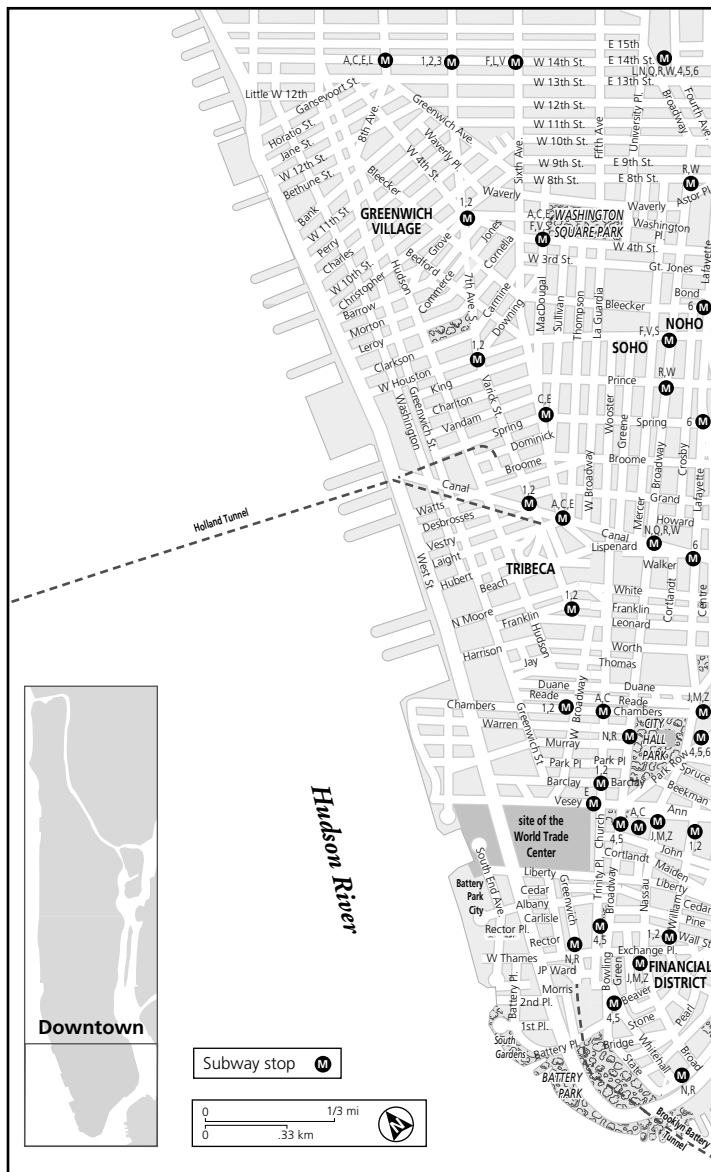


Manhattan Neighborhoods

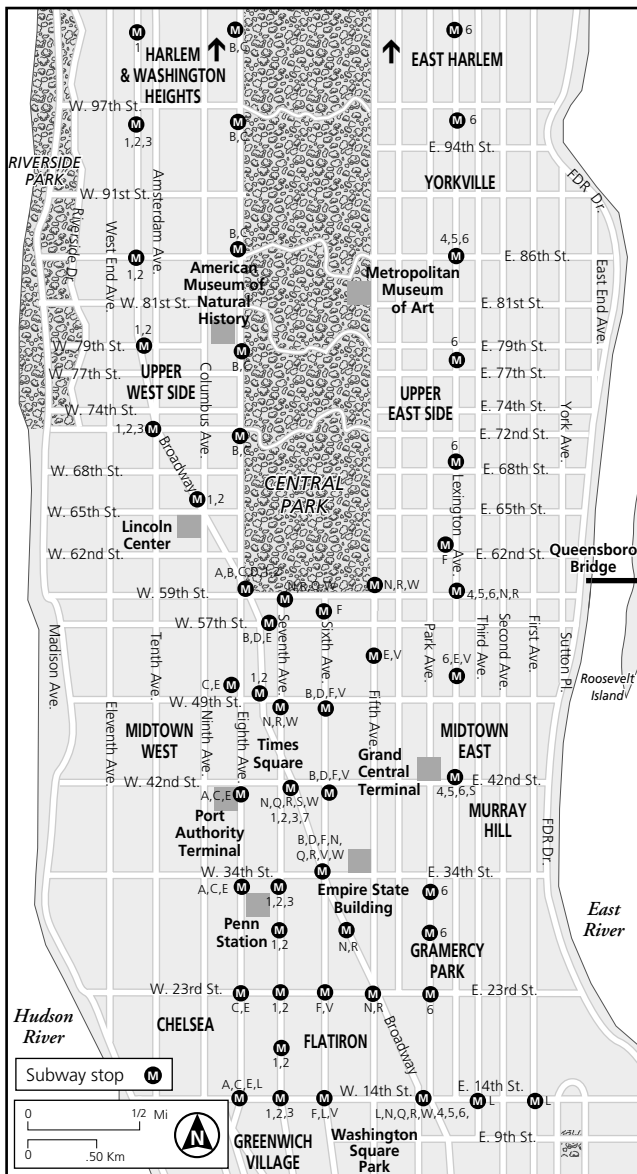


Manhattan: 14th Street & Below





Manhattan: 14th Street & Above



Manhattan Subways



Herald Square, Garment District, Times Square, Rockefeller Center & More

SHOPS

Aaron Faber **45**
 Abercrombie & Fitch **32**
 Alfred Dunhill **43**
 American Girl Place **65**
 Anne Fontaine **3**
 Ann Taylor **5**
 Anya Hindmarch **7**
 Ascot Chang **28**
 Asprey **33**
 Aveda **45**
 Avon Salon & Spa **32**
 A/X Armani Exchange **43**
 Baccarat **11**
 Bally **6**
 Banana Republic **55**
 Barneys New York **5**
 B&B Italia **16**
 Belgian Loafers **36**
 Bergdorf Goodman **27**
 Bergdorf Goodman Men **27**
 Bernardaud/Limoges **8**
 Best of Scotland **69**
 B&J Fabrics **82**
 Blanc de Chine **49**
 Bliss **25**
 Bloomingdale's **14**
 The Body Shop **56**
 Borders **21**
 Bottega Veneta **6**
 Boyd's **17**
 Bridge Kitchenware Corporation **47**
 Brooks Brothers **43, 74**
 Brookstone **66**
 BuffSpa **27**
 Bulgari **26**
 Burberry **26**
 Calvin Klein **2**
 Caron **5**
 Cartier **43**
 Caswell-Massey **44, 60**
 Celine **3**
 Chanel **25**
 Christian Dior **25**
 Christie's **65**
 Club Monaco **26, 43**
 Coach **72**
 Coliseum Books **84**
 Colony Music **53**
 CompUSA **93**
 Concord Chemists **61**
 Conway **96, 97**
 Crabtree & Evelyn **45, 55**
 Crate & Barrel **6**
 Crouch & Fitzgerald **71**
 Daffy's **20, 71, 97**
 Dana Buchman **22**
 Dean & DeLuca **65**
 Diesel **11**
 Disney Store **38**

DKNY **5**
 Dooney & Bourke **4**
 Drama Book Shop **82**
 Dylan's Candy Bar **12**
 Eileen Fisher **45**
 Emporio Armani **24**
 Ermenegildo Zegna **26**
 Escada **38**
 Ethan Allen **101**
 Fauchon **34**
 Felissimo **31**
 Fendi **49**
 Forman's **70, 88**
 Fortunoff **38**
 Frédéric Fekkai **26**
 Gale Grant **48**
 Galo **46**
 Ghurka **22**
 Gianni Versace **50**
 Gucci **43**
 Hammacher Schlemmer **18**
 Harry Winston **32**
 Henri Bendel **32**
 H&M **50**
 H. Stern **50**
 H2O Plus **5**
 Hyman Hendler & Sons **91**
 Janet Sartin Institute **15**
 J. Crew **75**
 Jean-Claude Biguine **78**
 Jos. A. Banks **72**
 J. S. Suarez **21**
 Kate's Paperie **29**
 Kavanagh's **60**
 Kmart **100**
 Laila Rowe **10**
 Lana Marks **5**
 Laura Biagiotti **28**
 L'Occitane **48**
 Lord & Taylor **92**
 Louis Vuitton **26**
 Lush **96**
 Mackenzie-Childs **28**
 Macy's **98**
 Manolo Blahnik **40**
 Mary Quant **45**
 Maternity Works **28**
 Michael C. Fina **77**
 Mimi Maternity **12**
 M&J Trimming **95**
 Mokuba New York **94**
 NBA Store **50**
 Nicole Farhi **5**
 Niketown **23**
 Nine West **19**
 N. Peal **31**
 Old Navy **98, 99**
 Oliviers & Co. **76**
 OMO Norma Kamali **31**
 Original Levi's Store **11**
 Origins **76**

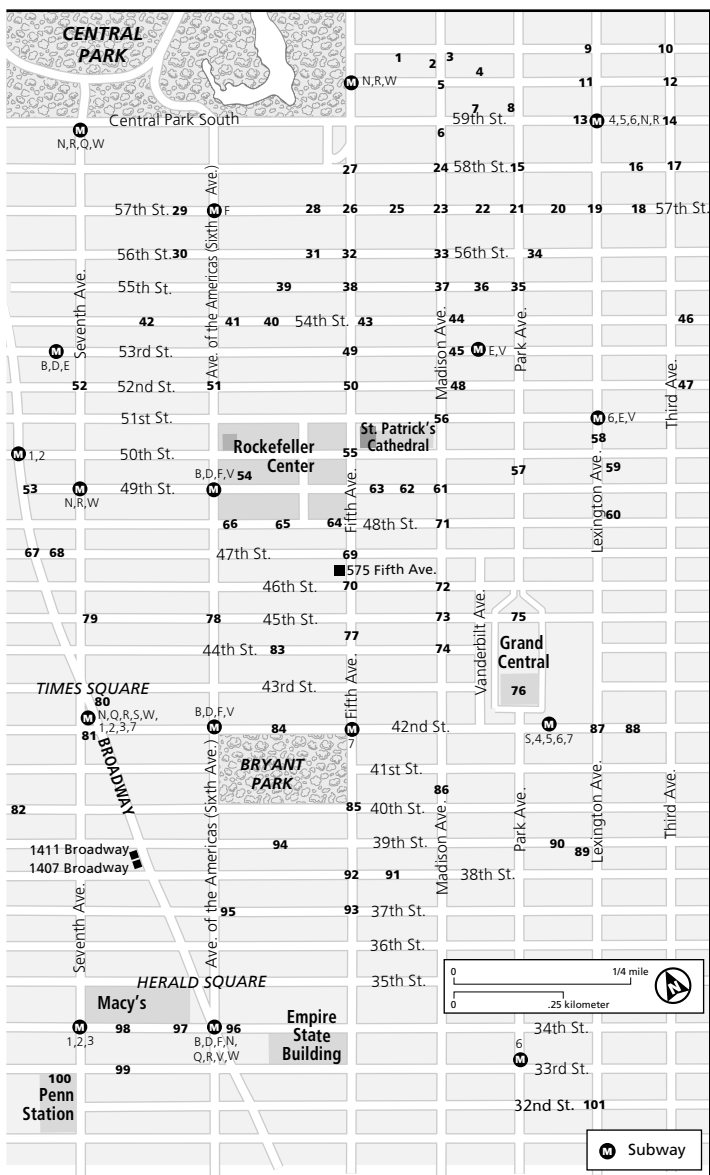
Orvis **77**
 OshKosh B'Gosh **64**
 Paul Stuart **72**
 Pierre Deux **24**
 Pottery Barn **13**
 Prada **22**
 Qiora **44**
 Rochester Big & Tall **51**
 Saks Fifth Avenue **55**
 Salvatore Ferragamo **49**
 Sermoneta **24**
 Sharper Image **28**
 Sherpa Shop **71**
 Smythson of Bond Street **26**
 Sony Style **33**
 St. John **49**
 Strawberry **87**
 Stuart Weitzman **6**
 Takashimaya **43**
 Talbots **44**
 Talbots Mens **37**
 T. Anthony **35**
 Thomas Pink **44**
 Tiffany & Co. **26**
 Tod's **3**
 Tournau **6**
 Toys "R" Us **80**
 Trump Tower Atrium **32**
 Van Cleef & Arpels **26**
 Virgin Megastore **79**
 Williams-Sonoma **13**

WHERE TO STAY

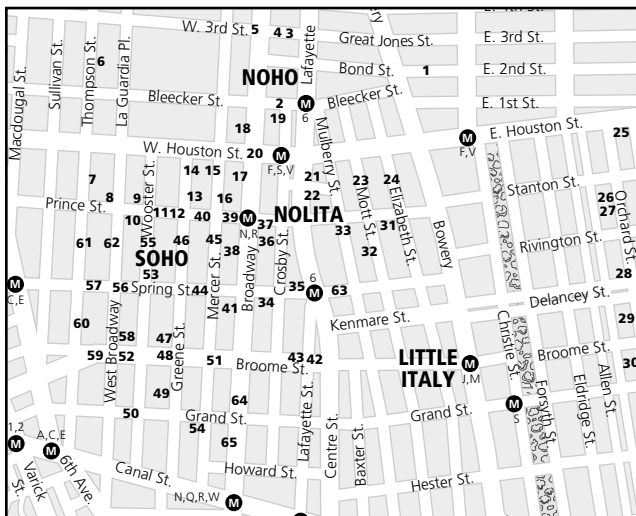
The Barclay
 InterContinental **60**
 The Benjamin **58**
 Doubletree Guest Suites **67**
 Drake Swissôtel **34**
 Four Seasons Hotel **22**
 The Peninsula **39**
 The Pierre **1**
 Rihga Royal **42**
 Sheraton New York Hotel & Towers **52**
 The Waldorf-Astoria **57**
 The Warwick **41**
 W New York **59**
 W New York-The Court **89**
 W New York-The Tuscan **90**
 W New York-Times Square **68**

WHERE TO DINE

Burger Heaven **37, 49, 62, 86**
 Burke & Burke **30, 48**
 DB Bistro Moderne **83**
 ESPN Zone **81**
 Gino **9**
 Ollie's Noodle Shop **79**
 Rainbow Room **54**
 Vong **46**



SoHo, NoHo, Nolita & the Lower East Side



SHOPS

Adriennes **26**
 Anna Sui **46**
 Anne Fontaine **46**
 Anthropologie **58**
 The Apartment **36**
 APC **45**
 Apple Store **40**
 Armani Casa **46**
 Aveda **7**
 A. W. Kaufman **30**
 A/X Armani Exchange **17**
 Barneys Co-Op **9**
 Bliss Spa **37**
 Bloomingdale's SoHo **41**
 Bond No. 09 **3**
 Bond 07 **4**
 Broadway Panhandler **48**
 Burberry **44**
 Calypso **23, 43**
 Calypso Home **42**
 Catherine Malandrino **51**
 Chanel **53**
 Chip & Pepper **33**
 Club Monaco **12**
 Coach **8**
 CP Shades **56**
 Crate & Barrel **20**
 David Owens
 Vintage Clothing **27**
 D&G Dolce & Gabbana **62**
 Diesel Kids **62**
 DKNY **62**
 Dosa **61**
 Eastern Mountain Sports **20**

Eddie Bauer **19**
 EDGE*nyNOHO **2**
 Emporio Armani **56**
 Face Stockholm **11**
 Fine & Klein **28**
 Fresh **63**
 Haven **13**
 Helmut Lang **47**
 Hotel Venus **58**
 John Derian **1**
 Kate Spade **51**
 Kate's Paperie **38**
 Kieselstein-Cord **8**
 Kirna Zabête **46**
 Klein's of Monticello **29**
 L'Occitane **53**
 Louis Vuitton **56**
 Lucky Brand Jeans **49**
 M.A.C. **44**
 Marc Jacobs **16**
 Max Mara **8**
 Mayle **24**
 Morgane Le Fay **52**
 Moss **14**
 Old Navy **41**
 OMG **5**
 Origins **57**
 Patagonia **55**
 Pearl River Mart **64**
 Perlier Kelemata **8**
 Pleats Please Issey
 Miyake **10**
 Pottery Barn **20**
 Prada **39**
 Ricky's **17**

Salvatore Ferragamo **44**
 Seize sur Vingt **24**
 Sephora **38**
 Shabby Chic **55**
 Shu Uemura **13**
 Sigerson Morrison **31**
 Smith & Hawken **59**
 Stella Dallas **6**
 Stephane Kélian **15**
 Sur La Table **35**
 Taschen **46**
 TG-170 **25**
 Todd Oldham
 by La-Z-Boy **55**
 Triple Five Soul **22**
 Urban Outfitters **18**
 The Vice Store **21**
 What Comes Around
 Goes Around **59**
 Yaso **50**
 Yohji Yamamoto **54**
 Yves Saint Laurent **53**
 Zara **17**
 Zero Maria Cornejo **32**

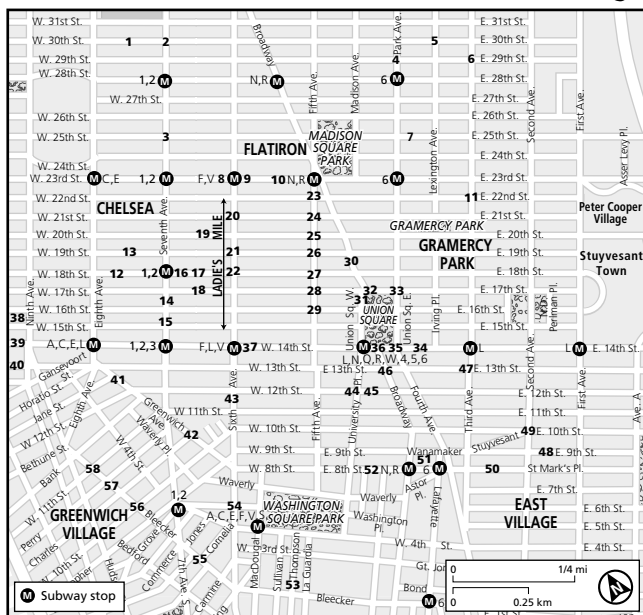
WHERE TO STAY

60 Thompson **60**
 Soho Grand Hotel **65**

WHERE TO DINE

Balthazar **34**
 Barolo **56**
 Dean & DeLuca **58**
 Mercer Kitchen **40**

Flatiron, Union Square, Chelsea, Ladies' Mile & the Village



SHOPS

ABC Carpet & Home **30**
 Alcone Company **13**
 Alexander McQueen **39**
 Anthropologie **29**
 A/X Armani Exchange **25**
 Banana Republic **29**
 Barnes & Noble **20, 32**
 Barneys Co-Op **12**
 Bed, Bath & Beyond **22**
 Best Buy **9**
 Burlington Coat Factory **8**
 Canine Styles **42**
 Chelsea Market **38**
 Club Monaco **24**
 Condomania **56**
 The Container Store **21**
 Corniche Furs & Luxury
 Outerwear **2**
 DSW **36**
 Eileen Fisher **48**
 Filene's Basement **22, 36**
 Fishs Eddy **30**
 Flight 001 **41**
 Forbidden Planet **46**
 Forever 21 **36**
 Fresh **57**
 Greenmarket **31**
 H&M **27**

Home Depot **10**
 Housing Works
 Thrift Shop **18**
 Intermix **26**
 Jam Paper **22**
 J. Crew **28**
 Jean-Claude Biguine **4**
 Jensen-Lewis **15**
 Jo Malone **23**
 Keni Valenti
 Retro-Couture **1**
 Kiehl's **47**
 Kleinfeld **19**
 Kmart **51**
 Les Pierre Antiques **57**
 L'Occitane **55**
 Loehmann's **14**
 Lucky Brand Jeans **23**
 Lulu Guinness **58**
 M.A.C. **23**
 Marc Jacobs **58**
 Old Navy **22**
 Origins **23**
 Paragon **30**
 Paul Smith **29**
 Petco **32**
 Restoration Hardware **23**
 Ricky's **11, 52, 43**
 Rothman's **33**

Rugby **44**
 Sephora **26**
 Simon's Hardware **6**
 Stella Dallas **53**
 St. Mark's Comics **50**
 Strand Book Store **46**
 Swann Galleries **7**
 T.J. Maxx **22**
 Trader Joe's **34**
 Trash and Vaudeville **50**
 Urban Outfitters **37, 49, 54**
 Virgin Megastore **35**
 West Elm **17**
 Whole Foods/
 Whole Body **3, 36**
 Williams-Sonoma **14**
 Zara **28**

WHERE TO STAY

Ramada Inn Eastside **5**
 W New York-Union
 Square **33**

WHERE TO DINE

Cafeteria **16**
 Coffee Shop **31**
 Cornelia St. Café **55**
 Pastis **40**
 Terra **47, 45**

Chapter One

.....

THE BEST OF NEW YORK

If you are dashing about in a New York Minute, or thinking that all the possibilities in these pages are overwhelming, this at-a-glance chapter might help you get started quickly and easily. This chapter features some easy-to-locate shops where you can find what you need if you're short on time, as well as some easy-to-make choices when in a hurry. Each store mentioned here is explained in greater depth in later chapters, and, of course, there are plenty more shops discussed inside.

Addresses in all listings are given with cross streets so that you can find your destination more easily. When taking a taxi, tell the driver the cross streets as soon as you get in the car so there is no confusion.

If you're in a hurry, the subway may be your best bet—especially for long hauls, which can get tedious (and expensive) in traffic. Never take the uptown or downtown bus when you are in a hurry unless it's an express bus; cross-town buses, however, are worth the effort.

Note: I use 34th Street as the dividing line between uptown and downtown. This is not a traditional dividing line (many people use 14th St. or 23rd St. as the official dividing point and consider 34th St. as Midtown), but I find it very handy and use it throughout this text.

YOU HAVE ONLY 1 HOUR TO SHOP

.....

If you have only an hour to shop, your choices really depend on what part of town you're in, what your goals are, and how frequently you get to New York. Sometimes I'm willing to blow my single hour in town on something totally nontraditional, and sometimes I'm forced to look for something as specific as a matching button. But let's concentrate on location in this chapter, since time is so tight here.

Upper East Side

I can walk from 57th Street to 79th Street along Madison Avenue in about 2 hours, poking into whatever stores interest me (but not doing serious shopping). You can do this same stroll in an hour if you stick to window-shopping. Few districts of the city give you a better overview of why New York is so special.

Midtown Fifth Avenue

Do you want an hour's worth of visual stimulation and excitement or do you want to do some serious shopping? If it's inspiration you seek (and maybe not that much in terms of durable goods), poke in quickly at **Takashimaya** (693 Fifth Ave., at 54th St.) and **Henri Bendel** (712 Fifth Ave., at 56th St.). Then stop by **Felissimo** (10 W. 56th St.), a shop filled with whimsy and wonder.

If you really need something and need it fast, do what I do and spend an hour at **Saks Fifth Avenue** (611 Fifth Ave., at 50th St.). Saks in New York is a festival unlike any other Saks in the world, but it's also a bit of a cop-out since it's very tame. I want you to have your hour at Saks, but I do hope you've got another hour to do some shopping that's more wild and crazy.

Herald Square

One hour divided between **Macy's** (Broadway, at 34th St.), **Forever 21** (50 W. 34th St.), and **Old Navy** (150 W. 34th St.) should get your shopping juices flowing. If you can do all this in an hour, you should possibly run the Kentucky Derby.

Meatpacking District & Chelsea

Take a taxi to **Jeffrey** (449 W. 14th St., near Tenth Ave.) and step on it. Walk over to **Barneys Co-Op** (236 W. 18th St., near Seventh Ave.) if you have time.

SoHo & Nolita

Sure, you can spend an hour breezily and easily in SoHo, but take time out and head for nearby Nolita! You'll only have time to window-shop, but you'll get a whirlwind tour of what's new and what's happening in New York retail. Head directly to **Calypso** (280 Mott St., near Prince St.).

YOU WANT TO SEE SOMETHING *VERY* NEW YORK

.....

If you're visiting from Europe, much of American retail will seem new and fresh to you. If you're visiting from another American city, you'll find that many Manhattan versions of your favorite chain stores are bigger and better but fundamentally the same. Therefore, visiting those stores that are the epitome of New York style (even if they have stores in other cities as well) will give you supreme pleasure, whether you buy anything or not. For those reasons, check out:

ABC CARPET & HOME

888 Broadway, at 19th St. (Subway: R or W to 23rd St.).

EILEEN FISHER

521 Madison Ave., near 53rd St. (Subway: E or V to 5th Ave./53rd St.).

TAKASHIMAYA

693 Fifth Ave., at 54th St. (Subway: E or V to 5th Ave./53rd St.).

YOU WANT ONE-DESTINATION SHOPPING

.....

SoHo. No doubt about it, SoHo is bursting with new stores—some original shops and some branches of big names. The big money (**Chanel**, **Louis Vuitton**, **Armani Casa**) continues to move here, so if you're looking for funky, hunt for it on the fringes. If you have the energy, there are plenty of great shopping areas (let's call them SoHo Adjacent) nearby. Stores open late, so make a day of it by adding on dinner at one of the hot restaurants in the vicinity.

YOU WANT SOME PLACE NEW TO DISCOVER

.....

Way Downtown

It's Nolita for me, which is conveniently near SoHo, so if you have the time, you can shop 'em both.

Union Square

Union Square is hardly new, but now offers tons of new stores, lots of energy, and the chance to hit the **Greenmarket** as well. Check out **Whole Foods**, **Trader Joe's**, **Filene's Basement**, **DSW**, and **Forever 21**. There's also some fun and funky nearby shopping, and the L train will take you directly to trendy Williamsburg, Brooklyn. Can you get more hip, dawg?

Midtown

Head for Columbus Circle and the **Time Warner Center**, which houses a hotel, a large mall, and a huge **Whole Foods**. The mall is sort of over-glitzy, but many of the stores are one-of-a-kinds or flagships, such as the only **Joseph Abboud** home store.

YOU WANT ONE ADDRESS TO TELL FRIENDS ABOUT

Get your fix at **Dylan's Candy Bar** (1011 Third Ave., near 60th St.), operated by none other than Ralph Lauren's daughter. This place has two floors of goodies and items not found anywhere else, including 24 colors of M&Ms. I would have preferred a more old-timey Polo kind of decor instead of this moderne take on a penny-candy store, but the sweets are moving like, uh, hot cakes. There's a basement floor as well as an old-fashioned soda fountain. You'll see plenty of gift ideas, including beautiful ready-made and custom-made gift baskets.

ONE ADDRESS YOU CAN'T BELIEVE YOU DON'T KNOW

Speaking of Ralph Lauren, you probably think you know it all and there's not much more to say. So, have you been to **Rugby** (99 University Place, at 12th St.) yet? This new store near the NYU campus is very Ralph, but has been tweaked just so for the college set. There's clothing and gear for all of life's needs, from active sportswear to dress-up.

SOMETHING FOR THE YOUNG ONES

Toys "**R**" Us is all over the U.S., but the best one is at Times Square—you ain't seen nuthin' like it, I promise you. I'll give you a hint: indoor Ferris wheel. Also in Midtown are the **Disney Store** (711 Fifth Ave., at 55th St.) and the **Metropolitan Museum of Art Store** at Rockefeller Center, which has a wonderful kids' department.

BEST ARRIVAL FROM OUT OF TOWN

Manhattan is constantly invaded by foreigners, but the arrival of **Sur La Table** (75 Spring St., at Crosby St.)—a

tabletop-and-cookware store based in Seattle—takes the, uh, cake. This one isn't as large as many other branches, but it has an intimacy not often found in Manhattan and provides a nice change of pace for those looking for perfect table settings, gifts, or items for their own homes.

BEST DOWN & DIRTY BARGAINS

.....

It's got to be **Ladies' Mile** (Sixth Ave., around 18th St.). And no, it's not just for ladies anymore. When the mayor of New York rezoned this part of downtown, discounters and off-pricers quickly moved in. The district now has off-pricers like **T.J. Maxx** and **Filene's Basement** (in the same building at 620 Sixth Ave., at 18th St.).

Although **Loehmann's** (101 Seventh Ave., at 16th St.) is not in this stretch, it's only a block away and should definitely be included in this neighborhood.

BEST STUFF FOR YOUR APARTMENT OR HOME

.....

You won't believe you read this here, and I can't believe I'm writing it, but here goes: the East Side, mostly around the East 50s and 60s! We'll forego the James Robinson silver on Park Avenue and the original artworks in tony stores on East 67th Street and still have a good time.

Move over to Madison for **Crate & Barrel** (650 Madison Ave., at 59th St.). Or head straight for the **Terence Conran Shop** (407 E. 59th St.) and **Bed Bath & Beyond** (410 E. 61st St.), both under the 59th Street Bridge.

Not too far away, there's also a big department store at 59th Street and Lexington Avenue called **Bloomingdale's** (yep, you've heard of it before!), which has a terrific bed-linen selection that, when it goes on sale, equals discount prices. And for the final flourishes, head to **Gracious Home** (1217 Third Ave. and 1220 Third Ave., both at 70th St.).

You should also check out Lower Broadway and Ladies' Mile. Start at **ABC Carpet & Home** (888 Broadway, at 19th St.) and **Fishs Eddy** (889 Broadway, at 19th St.); then wander the side streets east of Broadway and look for the upholsterers and quiet fabric and furniture sources nestled in and around 20th Street. Or just head straight over to Ladies' Mile for **Bed Bath & Beyond** (620 Sixth Ave., at 18th St.). And while you're there, check out home style at **T.J. Maxx**, in the same building.

BEST GIFTS

Need to pick up a few quick gifts for friends? Here are a few ideas:

- A bag of gourmet coffee from **Bloomingdale's** (\$15).
- Bath bombs from **Lush** (\$5).
- Soap or a Dead Sea beauty treatment from **Sabon**.
- Something from **Tiffany & Co.** Small leather goods, scarves, and items in sterling silver are reasonably priced. I like the leather case that holds Post-it Notes (\$30).
- Health, beauty, or well-being products from a brand with limited distribution—possibly unknown in your hometown,

Jenny's Five Best Buys in Brooklyn

1. Parcel "Boombox" purse: \$22 at the Mini Mini Market (MMM) in the Williamsburg Mini Mall.
2. Astrological-sign drinking glasses: \$7 each at Pilgrim (Home).
3. "McCormick Farm Equipment" Trucker Hats: \$10 at Brooklyn Industries.
4. Burt's Bees facial kit: \$10 at the Mini Mini Market.
5. An everything bagel with butter: \$1.20 at the Bagel Store, at 247 Bedford Ave. (best bagel in the 'burg).

Aaron's Five Best Buys in New York

1. Vintage "Masters of the Universe" T-Shirt: \$8 at Beacon's Closet.
2. *Vice Magazine*: Free at the Vice Store.
3. New York Soul hoodie: \$45 at Triple Five Soul.
4. Hurley jeans: \$40 at Brooklyn Industries.
5. Studded belt: \$7 from street merchant.

like maybe the Slatkin Body Therapy line, sold only at **Bergdorf Goodman**.

- Art or folk art from any of the museum stores—or even the street. The **Metropolitan Museum of Art** has a shop in Macy's and one at Rockefeller Center; look for the tin plates patterned after French china (\$7.50 each). Notebooks and stationery items are in the \$6.95-to-\$11 price range and make useful, stylish gifts.
- A gift for their pet—pet boutiques are the rage in New York. Try **Canine Styles** (43 Greenwich Ave., near Charles St.); the Statue of Liberty holding a dog bone is a winner at \$9. The **Sherpa Shop** (400 Madison Ave., near 48th St.), inside Crouch & Fitzgerald, is where you'll find high-quality totes for cats and dogs.

BEST QUICKIE SHOPPER'S LUNCH

.....

Burger Heaven. Yummy burgers. See p. 64 for locations.

BEST HOTEL LUNCH

.....

Fancy hotels can offer very competitively priced luncheons, served in restaurants that are true hidden gems. **The Mark** (25 E. 77th St., near Madison Ave.) has a great menu and a fixed-price lunch, plus it's in the heart of the Madison Avenue shopping district.

The **Surrey** is home to **Café Boulud** (20 E. 76th St., near Madison Ave.), which also has a fixed-price lunch. **The Pierre** (2 E. 61st St., near Fifth Ave.) also has a sensational full lunch at **Café Pierre**.

BEST AFTERNOON TEA

The Rotunda at **The Pierre** (2 E. 61st St., near Fifth Ave.)—a gorgeous location.

BEST OVERALL DEPARTMENT STORE

Saks Fifth Avenue (611 Fifth Ave., at 50th St.) has it all.

BEST SALE

Nothing beats **Saks Fifth Avenue** (611 Fifth Ave., at 50th St.) when the sale merchandise gets marked down an additional 30% to 40%.

BEST OFF-PRICER

New York is suddenly teeming with off-pricers and discounters, so a new and better resource could pop up at any time. I left my heart at **Century 21**, which has locations in Manhattan (22 Cortlandt St., near Church St.) and Brooklyn (472 86th St., between Fourth and Fifth aves.).

BEST RESALE SHOPS

Try **Encore** (1132 Madison Ave., near 84th St., second floor) and **Michael's** (1041 Madison Ave., near 80th St., second floor).

BEST PLACE FOR A WEDDING GOWN

Filene's Basement now holds its famous bridal sale twice a year in New York, too! See p. 287 for details.

If you time it right, you can get to the **Vera Wang** sample sale, usually held at the Hotel Pennsylvania. Call ☎ 212/628-3400 for the dates and details.

If you miss the sales and want to try wholesale, the best thing to do is to shop in the **Garment District**. Try 1375 and 1385 Broadway (near 38th St.). Many makers have moved out recently, but those remaining usually sell to the public.

Should you be willing to wear a used gown (of course you are), **Michael's** (1041 Madison Ave., near 80th St., second floor) has one of the best selections in town.

If nothing but the full regalia will do, and your mom wants to sip tea while you try on your train, **Saks Fifth Avenue** (611 Fifth Ave., at 50th St.) has been doing this for years and remains the last of the full-service wedding belles.

And finally, I have to remind you that **Kleinfeld** of Brooklyn has just come to Manhattan (110 W. 20th St., near Sixth Ave.)—by appointment only, dear. It has over 1,000 gowns on hand and all sorts of insider information, tips, and services for the bride and her entourage.

BEST HANDBAGS

I'd head straight for **J. S. Suarez** (450 Park Ave., at 57th St.) which sells a variety of designer-style handbags made in the same Italian factories as the big names (Gucci, Prada). We're not talking cheap here—there's probably little for under \$100—but we are talking quality and less money than at big-name stores.

BEST "REGULAR" DRUGSTORE

Manhattan is dotted with drugstores. CVS, Duane Reade, and Rite Aid are fighting it out for the hearts and minds and teeth of New Yorkers, even in the best business districts in Midtown. Just about everywhere you wander, you can find a branch of one or all. They carry all the basics, from bottled water to beauty aids to condoms. Please note that prices on sundries in Manhattan are more expensive than anywhere else in the U.S., so you'll almost always pay less at home. Unless home is overseas.

Best for beauty supplies is **Ricky's**, which also sells wigs, jewelry, and funky gifts. See p. 226 for details and locations.

BEST FANCY DRUGSTORE

Go straight to **Clyde's** (926 Madison Ave., near 74th St.). Wait here please, James.

BEST MUSEUM STORE

METROPOLITAN MUSEUM OF ART STORE

Fifth Ave., at 82nd St. (Subway: 4, 5, or 6 to 86th St.).

The flagship inside the museum itself is the best, but there are multiple branches around town, including one inside Macy's and one at Rockefeller Center. © 212/570-3894. www.metmuseum.org/store.

BEST TRENDY SHOP

JEFFREY NEW YORK

449 W. 14th St., between Ninth and Tenth aves. (Subway: A, C, E, or L to 14th St./8th Ave.).

This place has trendsetting clothes and the attitude to go with them. There's an excellent service policy as well as a DJ. Time to rock 'n' roll. © 212/206-1272.

TRENDY WITH ARCHITECTURE

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ADIDAS

610 Broadway, at Houston St. (Subway: B, D, F, or V to Broadway/Lafayette St.).

Not as large as Niketown, but the store is sleek and black and minimalist and functional all at once. © 212/529-0081. www.adidas.com.

JEAN-PAUL GAULTIER

759 Madison Ave., near 65th St. (Subway: 6 to 68th St./Hunter College).

Check out the Philippe Starck decor here. © 212/249-0235. www.jeanpaulgaultier.com.

PRADA

575 Broadway, near Prince St.

There are other Prada stores in Manhattan, but this is the one for style freaks and architecture buffs to check out. You don't have to buy anything; just bring a tissue in case you start to drool. In keeping with Miuccia's devotion to outstanding architecture statements, this store could be a museum. © 212/334-8888. www.prada.com.

BEST STORES IN NEW YORK

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In alphabetical order:

ABC CARPET & HOME

888 Broadway, at 18th St. (Subway: R or W to 23rd St.).

Even if you buy nothing, step into this beautifully dressed showcase for tabletop, linens, fabrics, and, oh yeah, carpets. © 212/473-3000. www.abchome.com.

APRIL CORNELL

487 Columbus Ave., at 83rd St. (Subway: B or C to 81st St.).

This place has home furnishings and clothes for women and little girls in swirly printed Indian fabrics that feel like the south of France. © 212/799-4342. www.aprilcornell.com.

BOYD'S

968 Third Ave., at 58th St. (Subway: 4, 5, 6, N, R, or W to 59th St./Lexington Ave.).

"Drugstore" doesn't do it justice. Boyd's is a veritable department store of European beauty lines, health aids, accessories, and more. © 212/838-6558. www.boydsnyc.com.

CENTURY 21

22 Cortlandt St., between Church St. and Broadway (Subway: R or W to City Hall or Rector St., until Cortlandt St. reopens in 2007); 472 86th St., between Fourth and Fifth aves., Brooklyn (Subway: R to 86th St. in Brooklyn).

If you crave the biggest designer names at discount prices, it's worth the subway ride to downtown Manhattan, the schlep to Brooklyn, and maybe even the trip to New York! Note that the Brooklyn branch is better than ever (with a new home store), but whatever you do, don't drive there—especially on a weekend. Instead, take the subway. © 212/227-9092 for Manhattan; © 718/748-3266 for Brooklyn. www.c21stores.com.

EILEEN FISHER

521 Madison Ave., near 53rd St. (Subway: E or V to 5th Ave./53rd St.).

Several branches around town offer droopy chic for women. Love those elastic waists! Silks and linens, bouclé wools, and a soft color palette a la Armani—but affordable. © 212/759-9888. www.eileenfisher.com.

KATE'S PAPERIE

561 Broadway, near Prince St. (Subway: R or W to Prince St.); 140 W. 57th St., between Sixth and Seventh aves. (Subway: F to 57th St.).

You'll find an eye-popping choice of papers, wraps, and ribbons here. © 212/941-9816 for Broadway; © 212/459-0700 for West 57th Street. www.katespaperie.com.

TAKASHIMAYA

693 Fifth Ave., near 54th St. (Subway: E or V to 5th Ave./53rd St.).

This place has gorgeous flowers and drop-dead lifestyle designs to gawk at. © 212/350-0100.