

## Browsing

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THE NEW YORK TIMES

# A Greenpoint Stroll

Franklin Street in Greenpoint, Brooklyn, a sweet compact strip of creative indie shops and bars pouring microbrews, is also a hotbed of collaborative neighborhood events, like a prom-themed Matchmaking Mixer (disaster stories, anyone?) to be given by the bookstore Word (No. 126) at the Diamond Bar (No. 43) on June 17. All the more reason for Manhattanites, the new bridge-and-tunnel crowd, to make the pilgrimage.

**2 ALTER**, a Franklin Street pioneer, has done its bit to keep Greenpointers in the fashion groove since 2007, with a tightly edited selection of small-label lines like Cheap Monday and Kill City, and prices in the \$70 to \$150 range. “We think of ourselves as Barneys at Urban Outfitters prices,” said Tommy Cole, who owns the shops with Roy Caires and who recently sported an on-trend look of blue-jean cutoffs with short boots. For women, boots go well with one of the store’s pretty little print dresses. At the women’s store, boots are on sale (below left, boots by Jeffrey Campbell, \$125; below right, John Fluevog, \$189). Alter Men, 109 Franklin Street, (718) 784-8818; Alter Women, 140 Franklin Street, (718) 349-0203; alterbrooklyn.com.



**3 IN GOD WE TRUST**, 70 Greenpoint Avenue, (718) 389-3545, is taking advantage of its outdoor garden space by holding a Backyard Bazaar this summer. Local artisans, antiques vendors and designers will join flea-market forces on the third Saturday of June, July and August, the first on June 19. A band will play and refreshments will be provided, keeping with the area’s moveable-feast credo. The store (right) is a jumbled trove of jewelry, accessories and small labels as well as In God We Trust’s own line of clothes showcasing the playful updated retro aesthetic of the designer Shana Tabor. A touch of the nautical, appropriate to the store’s location a block from the waterfront, can be found in a blue Spring Helm coat, with a hoodie and large white buttons (\$350) and an anchor necklace (\$160). Men’s plaid swim trunks are \$50, men’s button-down shirts are \$160. Ms. Tabor also has shops in Williamsburg and lower Manhattan; ingodwetrustnyc.com.



**1 PIP-SQUEAK CHAPEAU ETC.**, 99 Franklin Street, (718) 383-8029, is a store where textiles, all made by hand in Brooklyn from natural fibers and yarns, are a serious business. Recently, a salesperson was painstakingly, almost reverentially, steaming a beautiful gray linen dress. The store’s owner is the Moscow-born Sveta Dresner, who designs clothes that feel almost timeless, with their muted solid colors and simple yet chic shapes (above, the Nicce dress, silk and cotton, \$300). Handmade custom shoes are \$500. Home goods like blankets and towels are also stocked (\$55 to \$200); pip-squeakchapeau.com.

**5 KILL DEVIL HILL**, 170 Franklin Street, (347) 534-3088, is a funky general store selling “Fine Goods of All Descriptions,” including pickled local goods from Brooklyn Brine (lavender asparagus, \$8); a flawless embroidered recycled cowboy showman shirt (\$130) and artwork from the late lamented Chanterelle restaurant (a Cy Twombly drawing is appraised by Christie’s at \$2,500 to \$3,000). The sewing machine in the front of the store is used for denim repairs. “We have a ton of work right now, mostly crotches worn out from all the bike riding,” said Mary Brockman, an owner. On June 16 in the small back lounge, there will be a party for the opening of a show of intricate drawings by Marjorie Van Cura, who has a studio in Greenpoint.

**4 THE PETIT BOUDOIR**, 135 Franklin Street, (718) 383-3424, makes vintage fresh. The walls of the recently opened store are painted in yellow and lilac, the sun streams in through the front windows and the vibe is beach. Marietta Alonzo-Hewitt, an owner, cannily offers up-to-the-millisecond trends culled from yesteryear. “Jumpers are hipster heaven,” she noted, and the store stocks several, including a military-inspired army green jumper (\$55). Nautical chic is represented in a red-and-white-striped sweater (above, \$42). Homemade soy candles by Ms. Lanzo-Hewitt’s family are \$15 to \$30, KBL Eyewear \$142 to \$155 and jewelry by Kate Claughton \$18 to \$85; petitboudoir.tumblr.com.



## Scouting Report

### EVENTS

**Band of Outsiders** has a solution for children of stepdads and male couples who feel the pressure to shell out twice on Father’s Day: buy one tie online and get the second at half price. Colorful striped ties priced at \$135 are featured. Enter the code mytwodads on shopbandofoutsiders.com.

### HITTING THE SHELF

**Gucci’s** iPad case designed by Frida Giannini, \$230, is available online now and will be in stores June 15, including the one at 725 Fifth Avenue (56th Street); (212) 826-2600. The suede-lined case is available in the classic GG print in green and red, beige and ebony, and in black rubberized leather.

### SALES

**Eva New York** will have a 10 to 25 percent sale June 10 to 13 at 355A Bowery (Third Street); (212) 925-3890. A Mandy Coon silk jumpsuit will be \$506, reduced from \$633, and a Henrik Vibskov pleated Julia dress will be \$312, down from \$390. . . . **Gerard Yosca** is having a sample sale through June 11 at 256 West 38th Street, eighth floor; (212) 302-4349. Necklaces from the spring-summer collection will be \$125, down from \$350; earrings will drop from \$200 to \$60 and cuffs will be on sale for \$60, from \$225. . . . **Issey Miyake Tribe-ca** will take 40 percent off its spring-summer collection from June 10 to 30 at 119 Hudson Street (North Moore Street); (212) 226-0100. On sale will be colorful tunics, originally \$990 and now \$594, and a linen blazer reduced to \$759 from \$1,265. Issey Miyake’s Please Pleats brand will also have a sale on the same dates, taking 50 percent off at 128 Wooster Street (Prince Street); (212) 226-3600. . . . **Mary Jaeger’s**, all natural, handmade designs will be on sale June 16 to 19 at 172 Laight Street (Canal Street), second floor; (212) 625-0081. A 100-percent-wool mountain cape will be marked down 50 percent to \$450, and windowpane shawls will be 60 percent off. . . . **Gilt Groupe**, the invitation-only online retailer, is starting “Ones to Watch,” an emerging designers’ sale showcasing collections such as Sophomore, Yunhi and Kelly Bergin. It starts June 13 at 9 p.m. and continues every Sunday through July. On June 13, select pieces from Quail, Laeken, Grey Antics, Risto, Khirma and Lauren Wolf will be on sale. A blue Quail romper will be \$89 instead of \$200 and a tie-dye Laeken tank dress will be reduced from \$202 to \$95. At giltgroupe.com; (877) 280-0545.

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Send shopping suggestions to  
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