Chop 'n' Shop

You're hooked on the outlet craze for the brag factor (these Gucci sandals? $125!) but can afford to pay retail. Are you also the type to blow your savings on Desert Hills Premium Outlets' new helicopter service? It transports you from Jack Northrop Field (five miles east of LAX) to the Palm Springs stores and back and waits while you hit Bottega Veneta, Calvin Klein, Versace, and the rest. A three-hour spree costs $770 and includes round-trip fare and VIP coupons worth hundreds of dollars—once you spend hundreds of dollars, that is. 310-263-7669.

TALENT WATCH

Mondet

The Argentinian-born Mondet brothers—Francisco, 26, and Patricio, 22—began their design business in the back of their father's Los Angeles furniture workshop. Their specialty: artful mixes of leather and woods from around the world. Now, thanks to a celebrity following, they're producing an entire luxury goods line—from crocodile-skin accessories to Italian leather and African wood lounge chairs. The brothers plan to expand their line to include luggage and to open their own boutique. *www.mondet.com.*

SOUL SISTER

Leslie Dry was diagnosed with breast cancer at 31. After a double mastectomy and a trip down the aisle, she began making T-shirts printed with messages like BRILLIANT and CHARMING spelled backward, which when reflected in the mirror offer encouragement. At $38, Soulful Self tees are a great way to support Breast Cancer Awareness Month; 10 percent of the proceeds go to the Olive View Foundation and the Tower Cancer Research Foundation. *www.soulfulself.com.*

Behind the Scenes

Go to any bar in town, and your server will sport the L.A. uniform of a tank or a tee with whatever. When Amanda Scheer-Demme opens her nightclub in the Roosevelt Hotel, Teddy's (named after her late husband, Ted), the staff will look anything but predictable. Stylist Charlie Altuna and designer Emiliano Moreno have collaborated on looks that feature an Old Hollywood–meets–nouveau L.A. theme. Inside, the waitresses will be wearing Victorian blouses and pinstriped vests with silk bustles over knit hot pants. Of course, outside everyone will be wearing tanks, tees, and whatever.

Total Body Makeover

Have pains that a routine massage or adjustment won't fix? At the Beverly Hills Posture & Rehabilitation Institute, founder Walker Ozar, D.C., offers chiropractic and physical therapy, massage, and acupuncture plus personal training, Pilates, and yoga—a combination that's hard to beat much less find elsewhere in town. Another bonus: Most of the services (including Pilates) are covered by insurance. *310-659-9911 or www.bhposture.com.*

STREET SMART

OCEAN PARK BLVD.

Once a sleepy stretch by the sea, Ocean Park Boulevard in Santa Monica is now buzzing with neighborhood pride. On the west end stands **TWIST**, a kitschy gift store that sells fuzzy Buddhas and fur-wrapped martini shakers. Around the corner at **PAGODA ARTWORKS**, children and adults build pinwheels and mobiles before moving on to **POOKIE CLOTHING**, which is filled with kid stuff like washable leather booties, hand-painted rattles, and wee ponchos. It's a short walk east for lunch at **THE COUNTER**, a gourmet diner featuring a build-your-own-burger menu. **ORPHAN ANNIE**'s—another stop for youngsters—is stocked with chalkboard placemats and collectible "Ugly" dolls. One of the last places in L.A. where photographers can rent darkroom space is **FIRST PROFESSIONAL PHOTO CENTER**. At **ENZO CARUSO CUSTOM TAILOR**, high-end suits are altered along with thrift-shop finds. **HAIR RESEARCH AND DESIGN**, a local fixture for 15 years, makes personalized wigs and extensions. Recent additions to the area include **SEQUIN**, a colorful boutique that sells Moroccan slippers, embroidered knitwear, and Pucci-esque belts, and **BIZZY B.**, a lingerie store that carries such labels as Cosabella and Honeydew as well as costumes for Halloween. The newest neighbor on the block is **SALON VOX**, a tiny hair salon decked out with Chinese lanterns and jars of Madeleine cookies for the many who keep coming back.

POOKIE CLOTHING

BIZZY B.

SEQUIN

STORE OPENINGS

Kors and More...

At the new **Michael Kors** boutique on Rodeo Drive (below), a relaxed but chic decor beckons with leather couches, mink throws, and drinks. Oh, yeah, and the clothes: You'll find everything from cashmere jackets and knee-high boots to a fur bag and great slim trousers (for him or her). "This collection is indulgent and low-key, very much like L.A. It's my homage to paparazzi couples," says Kors, whose first customers were Jessica Simpson and her mom (310-777-8862). For an Italian treat, head up the street to **Etro**'s first L.A. store, where bold colors, luxurious textiles, and other eye-catching signatures dominate the men's, women's, accessories, home, and fragrance collections (310-248-2855). Christos Garkinos (of DecadesTwo fame) and Darren Gold (a founder of the Mhope fashion line) are opening **Alpha** this month on Melrose Avenue, a "lifestyle" boutique for men who are stylish from their cuff links to their barbecue grills (310-855-0775).

COPTER: CAROLINE VAN STEEN/SUNDANCE LOS ANGELES HELICOPTERS. MONDET: FRANCISCO MONDET; BREAST CANCER: COURTESY LESLIE DRY; BEHIND THE SCENES: EMILIANO MORENO; KORS BOUTIQUE: MARLA AUFMUTH; STREET SMART: MINDEE CHOI

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