

Living: Style

by Shannon Kelley



AU COURANT:

OUT OF THE CLOSET: Favorite haunt of in-the-know recycled-style devotees, **The Closet** (1213 State Street, Ste. L) has a bunch of news. After five successful years in that tucked-away spot in Victoria Court, owner Johanna Melamed has opened a second location in Westlake Village (3065 Thousand Oaks Blvd., #3) — and, while you might not be up for the road trip, double the locations means double the inventory for everyone. Additionally, Melamed has begun offering complimentary styling services at both spots — so, if the only thing that's holding you back from snapping up that charming-yet-some-what-baffling Free People frock is the oh-so-tedious question regarding how you might actually wear it, take heart. Such trifling details need never mess with your sartorial mojo again. The Closet's also slinging Beyond Yoga, a new fitness line, at 70 percent off retail prices; is boasting a recently slick-ified Web site; and the spot remains the only consignment shop to offer trade value or cash — up front — for your clothes, a nifty temptation that keeps impatient types (ahem) coming back.

RED HAUTE: In conjunction with Dana Walters's recently reconceived wine-and-tapas spot **Reds** (211 Helena Ave.), street-style maker Wallace Piatt is hosting weekly **Wear Wallace Wednesdays**, trunk shows that have all the makings of a perfect night out. (True to form, Wallace will likely be found multitasking, pouring pinots behind the bar.) Snacks, wine, shopping: What more could a girl — or boy, as he's recently gone bisexual — I mean unisexual — you know what I mean — want? Actually, tough-sell types holding out for a dose of additional incentive might want to make note of the four-hour happy hour. Yep, 4-8 p.m., every Wednesday. Be there or be blue.

KICKED-UP SOUL: High-style sneak spot **InSoul** (909 State St.) has teamed up with Soles4Souls (soles4souls.org), the shoe charity that collects and distributes shoes to those in need all



over the world, to help gather kicks for the cause — and to kick down a little bit of a deal while they're at it. Now through June, stop by to donate and to shop: donate one pair to earn 10 percent off one new pair; donate two or more pairs to score 20 percent off two or more pairs.

SPOTLIGHT ON:

NATASHA

What does it take to become a Santa Barbara institution? Natasha Airisto, owner of **Natasha** boutique (1231 State St.), ought to know; she's been in the same spot since 1989 — a lifetime in State Street retail years. "People come visit Santa Barbara, and they say they want to do two things: shop at Natasha, and eat at Super Rica," Airisto said. Her unconventional formula for lasting success? Being "real," giving people quality service, and keeping the place stocked with well-made, well-fitting basics that are ... washable. That's just crazy enough to work. While Natasha dominates in timeless wardrobe staple-type pieces — once she finds a sweater, tank, or pant that works, she keeps it in every style and every color ("Some basics, people would go into convulsions if I didn't have it," said Airisto) — but, surprise, surprise, she also carries a wide variety of up-and-coming designers and international lines that, taken together, offer something for nearly everyone.

Urban bohemians will love the dresses from Sao Paulo and separates from Kersh and its spin-off Press, while earthy types will dig the lightweight, colorful pieces from Johnny Was and Peruvian G Designs' monochromatic, embroidered cotton tops: They come in every (richly saturated) color and sleeve length, and strategically placed side gussets give every wearer a waist — without clinging (which comes in handy for the aforementioned Super Rica-craving visitors, post-chilaquiles fix). For T-shirt fiends, there's the Korean-designed Anac line and Go Jeans, and sweater wearers are crazy for the versatile, hand-knit pieces by Pure, a line out of Thailand that uses its proceeds to educate its workers. Hobo bags abound, and the ladies of Natasha are wild about their latest shipment of pants from Christopher Blue — lightweight for summer — and always, but always, keep Cut Loose's "Santa Barbara Pant" in stock. In fact, the S.F.-based company renamed that design the Santa Barbara Pant because of Natasha's consistent demand. And while all of this is important, there's one more, über high-tech secret to the place's success: They greet all of their customers by name. Crazy.

Attention Shoppers!

Phile

SHOP THIS:



Lucia Loves Luigi stylist and sales rep Edit Driscoll.

Lucia Loves Luigi is all moved into its new digs at 21 West Ortega Street, and is hosting an open house to celebrate. Stop by on Thursday, June 4, from 4-8 p.m. for wine, snacks, and to check out the latest from Walter, Cynthia Steffe, and Johnny Was. ... Be sure to mark your calendars for the CALM (Child Abuse Listening and Mediation) Design House Event's most important component: the **CALM trunk show**. Of course, checking out the completely renovated Casa Robles Showcase House will be fun, too, but, allow me to be blunt: Girls want to have fun; stylephiles want to shop. The show goes down at the Design House on Thursday, June 18, from 5-8 p.m. RSVPs are a must, and tickets are (a tax-deductible) \$50 a pop. Enjoy wine, champagne, hors d'oeuvres, and private tours of the tricked-out pad while perusing new collections from Patty Montana, Alex Clothing, Kate Boutique, Bella Notte, Miss Behavin', Mister Toads, DIANI, and many (many) more. Call 965-2376 x149 for reservations.