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# BEST OF PHILLY 2007

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BEST OF PHILLY

## STYLE & SHOPPING

*Habits may be hard to break, dear Philadelphians, but there's one we'll all absolutely have to give up: rolling our eyes at the thought of Philly as—gasp—stylish. No, Paris and New York don't have to worry. But as this year proved, we are giving people something to talk about—and giving our credits cards serious workouts—thanks to the near-explosion of fashion and home outfitters and day spas in and around our fair city. We have King of Prussia, which is, hands down, the Best Mall Ever (Neiman's! Hermès! DKNY!), and just keeps getting better—nearly 40 stores opened there in 2006, and about a dozen more are arriving in '07. Our Saks welcomed back a men's department that stocks everything from Zegna suits to Ferragamo shoes; Old City and Rittenhouse continue to thrive, while suburbia's main drags—and the glittery Pier at Caesars in A.C.—keep upping the region's style ante with haute chains and carefully edited boutiques. And in the past year, our style mother ship, Urban Outfitters (parent to its namesake franchises as well as Anthropologie and Free People), finally moved its HQ to sleek digs in the Navy Yard and effectively established Philly not just as a destination for fashion lovers to shop, but as an enticing place for them to earn a paycheck, too. The bad news for Philly whiners? All signs point to this being only the beginning. —Jessica Blatt*



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### NEW SALON (AND STYLIST!), SUBURBS

You'll spot **Rosa Martinez** at **Studio Artur** right away amidst the buzzing staff at this tiny salon—she's the free-spirited one, chosen by beloved Center City dry-cutter Artur Kirsh to be the front woman of his first suburban outpost. Kirsh was right to trust Martinez's stuff: She listens attentively as you kvetch about your latest hair woes, then goes to work with an artistic eye, fixing those problems and ones you didn't know existed, painting on perfect, face-framing highlights or working painstakingly to color-correct a botched job. You wind up with an it's-so-me-but-better! 'do that can actually be styled at home, all for a fair fee (starting at \$55). **728 West Avenue, Jenkintown, 215-884-0004.**