

## NEW IN TOWN

The latest additions to the retail scene bring fragrances, home decor and surf gear—plus an existing shop adds innovative digital mannequins.

BY ASHLEY RYAN



### SOUTH COAST PLAZA

In December, **Louis Vuitton** opened its first fragrance pop-up store in the Americas at South Coast Plaza. The pop-up, which will run through July 1, was created as part of a five-city tour to celebrate the company's latest perfume line, Les Parfums Louis Vuitton. The collection, available in both 100-milliliter and 200-milliliter bottles, comprises seven modern fragrances, including the sweet and musky Dans La Peau and the feminine Rose des Vents. This marks the brand's first fragrance collection in 70 years. (714-662-6907; [us.louisvuitton.com](http://us.louisvuitton.com))

### CORONA DEL MAR

Having already established a local presence with his Westcliff Drive showroom, **Barclay Butera** has opened a fourth location on East Coast Highway. While the showroom offers a wide variety of interior design and home furnishing services, just like the other locations in Newport Beach, Hollywood and Park City, Utah, there's also an additional retail emphasis in the new store. Shoppers can expect to find a selection of chic furniture, carpets, lighting and artwork as well as gift items like frames, pillows, candles and other decor. The store is located in the former space of BeachCandy Swimwear, which has moved to neighboring Costa Mesa. (949-662-1140; [barclaybutera.com](http://barclaybutera.com))



### FASHION ISLAND

A new addition to Fashion Island as of December, **The Shade Store** features a showroom filled with a variety of custom-designed window treatments. From solar and Roman shades to wood blinds and drapery, the store offers an abundance of styles that can be crafted in more than 900 different materials. (949-274-4239; [theshadestore.com](http://theshadestore.com))

Also new in town are the virtual mannequins at **SwimSpot**. Swapping out stiff, plastic mannequins for life-size screens, the store's latest innovation offers shoppers a more realistic and personalized image of how their swimsuits and resort wear look on real women. These virtual mannequins include women of all shapes, sizes and ages modeling the brand's apparel. The store manager says foot traffic and sales of digitally featured items have increased since the screens were added in the fall. (949-706-2996; [swimspot.com](http://swimspot.com))

### WEST NEWPORT

Surf enthusiasts will rejoice over **Daydream Surf Shop**, a combination rental shop, retail store and coffee haven, which opened at the end of 2016 on Monrovia Ave. Daydream's vast collection of surfboards offers items to rent or buy, with loaners available at day-use rates or as part of the store's Surf Club membership. In addition, shoppers can find men's and women's apparel, handbags, jewelry, sunglasses, beauty products and home decor. The shop's coffee counter serves up drinks using a roast from San Francisco-based Sightglass Coffee. (949-310-0013; [daydreamsurfshop.com](http://daydreamsurfshop.com)) *NBM*



FROM TOP: COURTESY OF LOUIS VUITTON; COURTESY OF BARCLAY BUTERA INTERIORS; COURTESY OF THE SHADE STORE; COURTESY OF DAYDREAM SURF SHOP