

NEW IN TOWN

WHETHER WELCOMING WELLNESS OR SHOPPING FOR ELEVATED BASICS, HEIRLOOM TOYS, FURNITURE OR CHIC HANDBAGS, EXPERIENCE AN ARRAY OF NEW BUSINESSES IN NEWPORT WITH THESE FRESH OPENINGS.

BY ASHLEY RYAN



The Full Routine offers heated mat Pilates classes as well as sessions that use the reformer machine.

MARINER'S MILE

Focused on providing lifelong results that impact physical, mental and spiritual wellness, **THE WELLNESS ROOM** opened a studio in the fall. Owner Kylie Swenson works with clients to offer one-on-one restorative, sculpt and vinyasa yoga sessions as well as high-intensity interval training, or HIIT, and low-impact workouts, reiki, breathwork and sound healing. Swenson also leads wellness retreats, with the next taking place near Joshua Tree National Park beginning March 28. (949-903-1377; thewellnessroomoc.com)

LIDO MARINA AREA

A shared dream and desire to travel inspired two Hawaiian natives to start **ALOHA COLLECTION** back in 2013 and, a decade later, the brand launched its Lido Marina Village flagship store. Since opening in November, this local shop has offered everything from water-resistant pouches (for packing a wet swimsuit in your luggage) and hip packs to totes and duffels in a variety of colors and tropical patterns. Aloha Collection also donates 5% of its profit to Hawaiian conservation organizations. (949-434-3816; aloha-collection.com)

THE FULL ROUTINE, a Pilates studio not far from Lido Marina that launched in the fall, fuses

tradition and innovation to help clients achieve desired results. Founder Cassie Piasecki aims to provide a transformative experience through two specific offerings: a full body Pilates mat class that focuses on strength and balance in a room heated at up to 90 degrees, and another that uses the reformer machine to target specific muscle groups. (949-903-5749; thefullroutine.com)

FASHION ISLAND

Family-owned brand **ODIN PARKER** opened its second location in November, following the success of its original Rancho Mission Viejo store. The toy shop offers handcrafted wooden toys that are curated from makers around the world, all created with natural, sustainable materials that are safe for children. Originally operated out of the owners' garage, Odin Parker has expanded to also offer soft toys, art supplies, home decor and other items for kids, and partners with Children's Hunger Fund to donate meals to youth in need. (949-670-6536; odinparker.com)

Around the same time, **BYLT PREMIUM BASICS** opened its first official retail shop, building on the success of the showroom at the company's headquarters in nearby Irvine. Bylt is reinventing what it means to shop for basic staples, offering elevated designs in a number of different fabrics created with style, performance and comfort in mind. In Newport, find men's and women's collections, casual footwear and an LED "portal" art installation by Anthony James. (byltbasics.com)

ARHAUS' first Orange County showroom opened just before Christmas, with 16,000 square feet of space in which to showcase artisanal furniture and home decor. Whether you're refreshing a small space or decorating an entire home, you'll find everything you need, from sofas, ottomans, coffee tables, beds and bookcases to lighting, area rugs, mirrors, vases and more. The Fashion Island showroom offers design services as well. (949-734-7366; arhaus.com)



A new Veronica Beard store opened at Fashion Island.

Shop fashions for the West Coast woman at the new **VERONICA BEARD** store, which opened in late January. Prominent pieces include stylish dresses, tops, sweaters, outerwear, boots and other accessories—including the iconic Dickey jacket—displayed in a space designed by Carolina de Neufville that embraces the coastal aesthetic using organic materials and modern touches. The brand also launched its first handbag collection in February, offering seven different silhouettes in an array of luxe fabrics, sizes and colorways. (949-996-9030; veronicabeard.com)

COSTA MESA

The first **NIKE TRAINING STUDIO** opened in nearby Costa Mesa this past November. The fitness center is focusing on strength training with a selection of rotating classes designed to enhance the mind, body and life. These sessions use weights, kettlebells, sandbags and other equipment to help your fitness thrive, with classes including Force (hinging and pushing movements), Max (squats and pulling movements) and Metcon (full-body metabolic conditioning). The studio's digital app also features at-home workouts and a calendar of social fitness events. (949-200-9323; nikestudios.com) **NBM**