

# Vegas Magazine March 2011

INDULGE  
SHOP TALK

## HOT SHOPS

Vegas stores are just as stylish as the clothes they sell.

By Nancy Rosu

**LAS VEGAS HAS** become known in the retail industry as the city with the highest concentration of fashion. And the stores here are just as stylish as the wares they sell, serving up clothes in the richest environments. From the furniture and accessories to disco balls and live mannequins, here are some of the standouts.

### H&M

**THE CLOTHES:** From Lanvin to Jimmy Choo, high-end designers vie to partner with H&M, where new collaboration announcements keep fans hooked. New items are put out every day; also look for seasonal trends and modern basics for women, men, teens and children, plus cosmetics, denim, lingerie and maternity departments. "Fashion doesn't change as drastically as it used to," says H&M's head of design, Ann-Sofie Johansson. "So you can easily get last season's favorites to work with smart updates."

**THE LOOK:** Shop the world's largest H&M with its 50-foot-high atrium, disco balls and an ever-changing light show. The style powerhouse made wardrobe overhauls simple, inexpensive and stress-free with its common-sense approach to merchandising.

*The Forum Shops at Caesars, 702-207-0167; hm.com*

### LA MARTINA

**THE CLOTHES:** Technical polo gear meets casual polo-inspired clothing in this chic boutique; think bridles, knee pads, boots and jackets made of the softest leather. The latest objects of desire are pieces from an exclusive partnership with Maserati.

**THE LOOK:** A knowledgeable staff helps guide shoppers through the boutique's perfectly manicured displays. Designer Graciela Ferrari and architect Jorge Puente shaped both the Las Vegas and Miami stores, with touches like a grand cash wrap overlooking a sitting area that's reminiscent of a five-star hotel. Plush leather sofas and chairs, floor-to-ceiling white shutters, and deep-black and cream walls accented with gold add to the luxurious, comfortable setting.

*The Forum Shops at Caesars, 702-735-9763; lamartina.com*



### club tattoo

**THE CLOTHES:** Distinctive attire for women and men with bold designs, plus diamond, platinum and gold jewelry. Repurposed metals, vintage clocks and belt buckles become rings, cuffs and necklaces, and earrings are fashioned of mother-of-pearl and organic wood. The ornate home décor includes Swarovski crystal and hand-painted Fleur de Lys candles, while box clutches and decorative flasks ensure that the assortment is as diverse as the clientele. The eclectic blend of brands includes Isabella Fiore; Virgins, Saints and Angels; Beth Church Jewelry and Rewind Jewelry.

**THE LOOK:** Tattoo artists at work replace mannequins in the storefront windows, while the inviting, rich hues of the floors and stone walls lure in the unsuspecting shopper. "Club Tattoo's sexy concept is sure to catch your eye," says Thora Dowdell, who co-owns the store with husband Sean and Linkin Park singer Chester Bennington. "We also have exclusive Interactive Tattoo touch screens to create your own tattoo design." Step into this pristine-clean setting that's a feast for the eyes—and an upscale, unparalleled experience.

*Miracle Mile Shops at Planet Hollywood Resort and Casino, 702-363-2582; clubtattoo.com*



PHOTOGRAPHS BY JIP AGUSTIN (CLUB TATTOO); BEVERLY POPPE (LA MARTINA)