

Billy Reid named Best Life Magazine's

## Top 10 Best Boutique Men's Stores



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**NAUTICAL APPEAL** Vintage waterfront style meets yacht-club chic at Rogues Gallery in Portland, Maine.

# Attention to Retail

America's 10 best boutique men's stores

**ROGUES GALLERY PORTLAND, MAINE** Owner Alex Carleton's nautical-inspired collection of longshoreman-meets-yacht-club sportswear has earned raves for its classic New England aesthetic. At his rustically chic waterfront shop (think: brick walls and plank floors), the Portland resident sells specialty items such as brightly dyed Army duffels and butter-soft T-shirts. This fall, he is even launching a vintage-bike rental service for tourists. "It's our vision," he says. "In 1,100 square feet." [roguesgallery.com](http://roguesgallery.com)

## Jake Chicago

YSL and Gucci veteran Jim Wetzel went off on his own and opened his first Jake boutique a little more than four years ago. The idea was to offer a mix of established designers (such as Alexander McQueen and Missoni) and emerging designers (such as Phillip Lim of New York City's 3.1). He has since expanded to three Chicago stores, where you'll also find made-to-measure suits by Hermès alum Martin Margiela and exclusive, sharply tailored shirts by Tom Hamilton. "The one-on-one relationships we have with our customers are big," says Wetzel. "It's not uncommon to walk in and find us pouring champagne for our clientele." [shopjake.com](http://shopjake.com)

## Louis Boston Boston

On the four floors of this boutique, housed in the old Museum of Natural History building, you can score everything from vintage Parisian lamps to Pan-Asian fare at its in-house eatery to the perfect Brioni suit (think narrow lapels and flat-front pants). Owner Debi Greenberg keeps her family's 90-year sartorial legacy alive by focusing on categories (pants, suits, shoes) as opposed to designers. After a brief meeting, her associates will put together a personalized, coordinated wardrobe for you (including sneakers, if you desire) in just a few hours. [louisboston.com](http://louisboston.com)

## Oslo's Seattle

Named after his golden retriever, who greets customers from his red silk bed, John McDowell's store mixes price and variety (think Tommy Bahama shirts, Earnest Sewn jeans, and Theory sport coats) in a minimalist corner-floor shop that also plays home to Art of Shaving-certified coiffeur Chad Oringer. [oslosmenstore.com](http://oslosmenstore.com)

## Maxfield Los Angeles

Owner Tommy Perse has been an innovator since the doors to this rock-inspired Melrose boutique opened back in the 1980s. At the outset, he hired Simon Doonan to design the windows. Then he kept the vibe going by stocking labels such as Prada and Chrome Hearts before any of his local competitors did. It's no wonder he has had a roster of celebrity clients for nearly three decades. 310-274-8800

## Lawrence Covell Denver

What started in 1967 as a Boulder, Colorado, head shop selling fringed leather jackets has morphed into Denver's most forward-thinking boutique. "At one point, we made everything we sold," says Lawrence Covell, 64, who now sells wares out of three modernized Cherry Creek bungalows with his son, Joe. You won't find a hookah here anymore, but rather an eclectic mix of edgy European brands such as Antwerp-based Dries van Noten, and classically cut suits from Italian mainstays Behset, Kition, and Luciano Barbera. [lawrencecovell.com](http://lawrencecovell.com)

## The Archive San Francisco

David Becker opened San Francisco's first Versace boutique in 1982, but his new venture, The Archive, is for smaller brands that don't have a wide distribution. Meaning: Don't expect to find this stuff at your local Bloomingdale's. At his museum-like spot (gas-mask-clad models are fit like sculptures), you'll find Neil Barrett's soft, cropped suit jackets, Japan's 100 percent natural Kohzo Denim, and handmade sterling-buckled leather belts from Nor Cal's Geoffrey Young. [archivev.com](http://archivev.com)

## Odin New York City

Eddy Chai and partner Paul Birardi have become two of Manhattan's hottest tastemakers since their 2004 debut. Why? They work closely with designers to secure exclusive items, such as a limited-edition collection of tees and messenger bags from New York City's workwear-inspired label Rag & Bone, shirting from Richard Chai, and a sweater from Adidas's Yohji Yamamoto-designed Y-3 collection. [odinnewyork.com](http://odinnewyork.com)

## Billy Reid Florence, Alabama

At the turn of the millennium, Billy Reid was on the path to becoming the Deep South's Ralph Lauren. Then September 11 hit. "We were selling in seven different countries, won an award from the Council of Fashion Designers of America, had licensing opportunities, and had a show on September 10, but there was no way to recover," says Reid. When the Alabama native relaunched in 2004, he decided to edit his offerings to a very select collection of made-to-measure shirts and trousers, hand-cobbled shoes, and salvaged denim by Sights. [billyreid.com](http://billyreid.com)

## Boyd's Philadelphia

Boyd's has been outfitting Philly rallees for more than 60 years in its Italian-made house line, Trussardi, which comprises modern tailored suits, tuxedos, overcoats, shirts, and ties constructed from fabrics produced by the Loro Piana and Ermengildo Zegna mills. On the "younger" floor, you'll find everything from the irreverent prints of D&G ready-to-wear and Paul Smith's cheeky coat linings to trunk shows with Isola, the masters of old Neopolitan style. [boydsphila.com](http://boydsphila.com) MICHAEL SLENSKE

