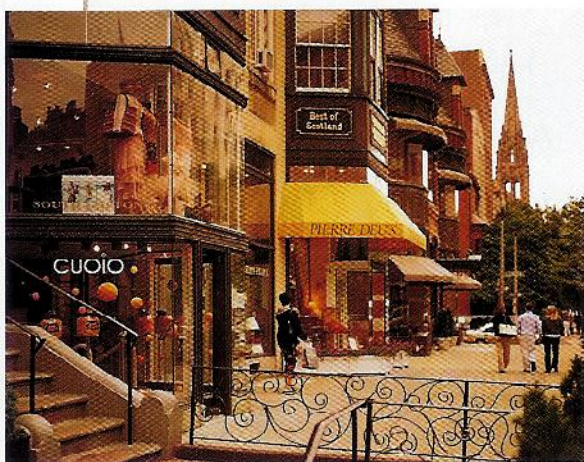
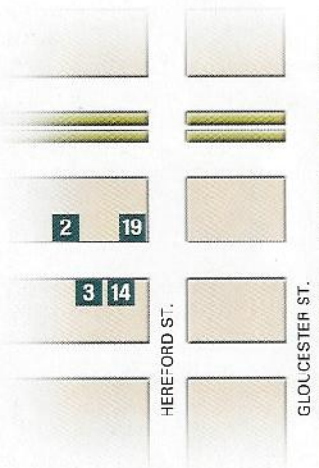


# INSIDER'S GUIDE TO NEWBURY STREET

By Margit Feury Map by John Bruszewski



ALTHOUGH SOMETIMES COMPARED to Beverly Hills' Rodeo Drive or New York's Fifth Avenue, Boston's Newbury Street has a style of its own. "Indeed, it is the city's ritziest promenade," says Panamai Manadee, owner of Bliss Home, "but it is also an eclectic student hang[out]." In a span of just eight blocks,

all the tools required to make you the next Julia Child.

At **Bliss Home**, RIGHT, you can find everything to set your table in snazzy style—or peruse their collection of ultrachic Paola Lenti furniture. To be sure you return home smelling just right, pop into **Diptyque**, the only freestanding boutique from the Parisian parfumerie.

Smelling good is one thing, but you might as well look good, too. When it comes to dressing up, the choice of shops is almost endless, but **Louis Boston**—technically on Berkeley Street but perched expansively at the corner of Newbury—offers one of the best shopping experiences in Boston for men and women. It isn't cheap, but they do have some amazing sales, including one in January that should not be missed. (Take notice of the building housing Louis, built in the French Academic style—it was Boston's former New England Museum of Natural History.) If it's a party dress you need, head to **Serenella**. For sophisticated suits or eveningwear, step into **Akris**, D.C.L.O.W.

If you're shopped out, Newbury Street has much more to offer. **Emmanuel Church**, the first building erected on Newbury, located between Arlington and

Berkeley streets, holds regular Sunday liturgies featuring Bach's cantata. Emmanuel's neighbor, the Church of the Covenant, is adorned with Tiffany windows. Inside, you can admire a spectacular Tiffany glass lantern.

As you stroll, you certainly will not be able to miss the four-story **mural painting** near the corner of Dartmouth Street. It may look like just a fancy backdrop to a parking lot, but look a little closer. Included in this mural are



you can stroll from uptown to downtown, with a mix of elegance, style, glamour, excitement, adventure, funk and eccentricity sandwiched in between. "The feeling changes with each block," Manadee says.

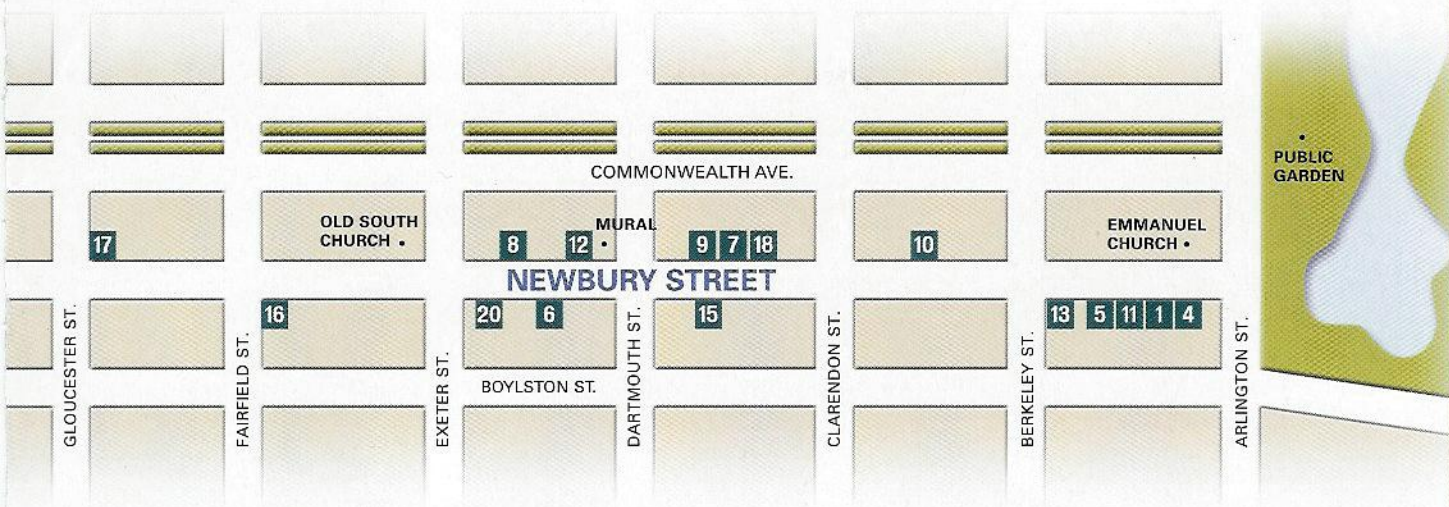
Beginning across from the **Public Garden**, at genteel Arlington Street, Newbury Street's world of international fashion, fine dining and worldly art unfolds. It is at this end of the street that well-heeled Bostonians outfit those fashionable feet and find the rest of their wardrobes. Upscale shops, such as Durberry, Cartier, **Giorgio Armani** and Versace can be found here, all a stone's throw from the newly renovated and resplendent Ritz-Carlton.

As you make your way up Newbury Street, note that the Back Bay is the only area in Boston with a logical, alphabetical street pattern. (After Arlington, Newbury Street crosses Berkeley, Clarendon, Dartmouth, Exeter, Fairfield, Gloucester and Hereford streets.) While the earliest buildings on Newbury were built in the mid- to late 1800s, they were all, at that time, residential. The first retail shop opened in 1905. Today, the

street is home to more than 150 enchanting shops, more than 40 restaurants, 40 art galleries and, believe it or not, 100 salons.

With so many places beckoning, why not enhance your Newbury Street stroll with a facial, massage, manicure or pedicure. For all that, **Bella Santé** is one of the best. After being pampered, check out the alluring boutiques. Setting up your own spa at home requires only a stop at **Waterworks**. With everything from sweet French soaps and baby-soft towels to gleaming shower fixtures and countless tile styles, you may want to live in your bathroom. Are you more apt to be found beside the stove? Then check out **Kitchen Arts**, stocked with





more than 60 famous and not-so-famous Bostonians, such as John Adams, Gilded-Age art collector Isabella Stewart Gardner, King C. Gillette (inventor of the safety razor) and computer mogul An Wang.

This splendid street also is home to the largest number of art galleries in a single location anywhere in the region. The **Barbara Krakow Gallery** and **Gallery NAGA** are two standouts.

Unfortunately, you won't find the Parisian-like outdoor cafes open during the colder months, but there are certainly terrific indoor dining options on this strip. Red Sox players can be found downing veal chop and crab legs at **Ciao bella**. For traditional Indian dishes cooked in a tandoor oven, try **Kashmir**. Vietnamese soups, as well as delicious meat or vegetarian dishes, are served at **Pho Pasteur**. If you want to take in the scene while

you grab a bite, **Sonsie** and **Stephanie's on Newbury**, LEFT, are clear favorites.

As you continue along Newbury Street, you will notice the change from extravagant to more affordable stores such as the Gap and Niketown. This trend

continues as you head west, where Boston's college students frequent the shops that cater to the younger set.

**Newbury Comics**, where you can find CDs, DVDs, vinyl, T-shirts, action figures and comics, is a favorite.

Newbury Street truly has something for everyone. **Back Bay Bicycles** is for the athlete, with a super staff that performs one of the quickest tube changes in town. **Avenue Victor Hugo Bookshop** is home to 150,000 books and 250,000 magazines. **The Closet** is packed full of secondhand clothing at drastically reduced prices. And **Belle de Jour** is a European-style lingerie boutique. We could go on and on—but check it out for yourself, and we are sure you'll find the place just for you.



## Where to Find It

### SHOPPING

- 1 Akris** 16 Newbury St., 617-536-6225  
This Swiss boutique is modern and timeless.
- 2 Avenue Victor Hugo Bookshop** 339 Newbury St., 617-266-7746  
Thousands of books and magazines line the stacks of this bookshop.
- 3 Back Bay Bicycles** 336 Newbury St., 617-247-2336  
Stop and pick up any last-minute necessities before heading out for a spin along the river.
- 4 Barbara Krakow Gallery** 10 Newbury St., 617-262-4490  
See who's up and coming locally and nationally in this fifth-floor space.
- 5 Bella Santé** 38 Newbury St., 617-424-9930  
This day spa is soothing, therapeutic, unpretentious and ready to meet your every need.
- 6 Belle de Jour** 164 Newbury St., 617-236-4554  
It may be pricey, but the lingerie here is some of the finest.
- 7 Bliss Home** 121 Newbury St., 617-421-5544  
Flatware, china and furniture can be found here.
- 8 The Closet** 175 Newbury St., 617-536-1919  
You may uncover a hidden gem as you work your way through the racks at this secondhand clothing store.
- 9 Diptyque** 123 Newbury St., 617-351-2430  
In the United States, only Boston has a freestanding boutique from this Parisian parfumerie.
- 10 Gallery NAGA** 67 Newbury St., 617-267-9060  
View the work of New England painters, as well as stunning studio furniture and Harriet Casdin-Silver's holography at this funky gallery.

- 11 Giorgio Armani** 22 Newbury St., 617-267-3200  
Check out what's always in style at this posh boutique.
- 12 Kitchen Arts** 161 Newbury St., 617-266-8701  
Every kitchen gadget under the sun can be found here.
- 13 Louis Boston** 234 Berkeley St., 617-262-6100  
Men and women will find the best of the best at this boutique department store.
- 14 Newbury Comics** 332 Newbury St., 617-236-4930  
Action figures, DVDs, T-shirts, comics, but mostly music, can be found here.
- 15 Serenella** 134 Newbury St., 617-262-5568  
A splendid selection of today's high-fashion frocks are available at this boutique.

### DINING

- 16 Ciao bella** 240 Newbury St., 617-536-2626  
You may spot a celebrity at this Italian favorite.
- 17 Kashmir** 279 Newbury St., 617-536-1695  
Check out the traditional Indian dishes made in a tandoor oven.
- 18 Pho Pasteur** 119 Newbury St., 617-262-8200  
This may be a chain, but the enormous and satisfying Vietnamese dishes are not at all typical.
- 19 Sonsie** 327 Newbury St., 617-351-2500  
Sonsie is a trendy place to see and be seen, and it also has innovative and tasty food and drinks.
- 20 Stephanie's on Newbury** 190 Newbury St., 617-236-0990  
Stop and have a drink at the bar while you enjoy the complimentary cheese plate.