



Mais, Oui— C'est *Paris!*

Lined with chic boutiques of big-name and emerging designers, the elegant, tree-lined boulevards of St-Germain-des-Prés are serious fashion territory, and there's hardly a pedestrian who can resist the window displays.

Saint-Germain-des-Prés, on the Left Bank of Paris, has long been a breeding ground for literature and ideas: Jean-Paul Sartre, Simone de Beauvoir and Albert Camus, as well as Ernest Hemingway, F. Scott Fitzgerald and James Joyce, spent endless afternoons in the area's cafes writing, drinking and engaging in earnest debate.

Although some small publishing houses and offices of literary agents still maintain Saint-Germain-des-Prés addresses, these days, prose and philosophy have been overshadowed by shopping—*delightful* shopping. Known for having some of the most expensively priced property



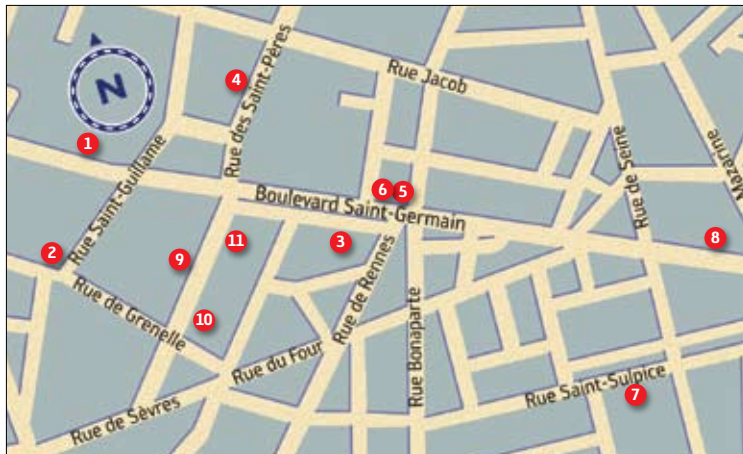
RECHARGE

The stomping ground of Hemingway, Picasso and the rest of the city's literary and artistic elite, **Les Deux Magots** (6 place Saint-Germain-des-Prés, 33-1-45-48-55-25, www.lesdeuxmagots.fr) still draws a culturally inclined clientele. You can fuel up on fab desserts, €1.50–€12.50 (US\$2.30–\$19.50).



LITERARY LEARNING

Bookstore aficionados will be occupied for hours at **La Hune** (170 boulevard Saint-Germain, 33-1-45-48-35-85), a time-honored haven for artists and intellectuals. The shop is famous for its vast collection of books on art and architecture.



SERIOUS FASHION

1. Alexandra Sojfer
2. Bruno Frisoni
3. Daniel Cremieux
4. Debaue & Gallais
5. Les Deux Magots
6. La Hune
7. Marie Mercié
8. Mouton à Cinq Pattes
9. Paul & Joe
10. Sabbia Rosa
11. Zef

IF THE SHOE FITS

Females with a footwear fetish will be wowed by the ultrasexy, ultrasophisticated shoes of innovative designer **Bruno Frisoni** (34 rue de Grenelle, 33-1-42-84-12-30, www.brunofrisoni.com). The compact boutique is modern and edgy, just like its contents: strappy stilettos, spike heels and fierce platforms (from €321/US\$500).



2
LE SHOPPING

‘SAVOR a café au lait and a croissant while watching the glamorous Parisians STROLL along the sidewalks.’

in Paris, the neighborhood has emerged as the city’s hottest shopping destination. (In fact, it has recently become a rival to avenue Montaigne, long hailed as the center of all things haute couture in France.)

Interspersed along the boulevard, which lines the southern shore of the Seine in the 6th and 7th arrondissements, are

home-design showrooms, boutiques, historic booksellers and chocolateries. And when you need a brief respite or time to plot your next purchase, there

are numerous cafes and brasseries spilling onto the pavement where you can savor a café au lait and a croissant while watching the glamorous Parisians stroll along the sidewalks.

READY TO WEAR—

Named for the owner /designer Sophie Albou’s sons, **Paul & Joe** (62 rue des Saints-Pères, 33-1-42-22-98-98, www.paulandjoe.fr) features fashion-forward men’s clothing: wool and silk suits, along with bright crimson waistcoats, floral print button-downs and belts depicting snarling panthers. A shop next door is devoted to women’s attire, which is both retro and girlish. The range includes A-line skirts with matching fitted jackets, off-the-shoulder blouses, billowy dresses, sequined cocktail gowns and micro-short, ’60s-inspired casual frocks.

HATS ON—The grande dame of the French hat industry is **Marie Mercié** (23 rue Saint-Sulpice, 33-1-43-26-45-83), where the imaginative designs showcased are made of felt and velvet, straw and sisal. Hats range from conventional to totally eccentric; wide brims may sport flamboyant plumes, silk sun-



GLORIOUS UNDIES

The luxe lingerie shop **Sabbia Rosa** (71-73 rue des Saints-Pères, 33-1-45-48-88-37) is so exclusive that one must be buzzed in to enter. The fine negligees and camisoles, slips and brassieres, are made of great, heavy silk, most of them trimmed with the softest Calais lace. Among the shop’s well-known patrons are Madonna and Catherine Deneuve.



SINGIN’ IN THE RAIN

At **Alexandra Sojfer** (218 boulevard Saint-Germain, 33-1-42-22-17-02, www.alexandrasojfer.fr), you’ll find whimsical and elegant handmade parasols and umbrellas—dripping with Swarovski crystals; festooned with painted flowers, polka dots or ruffles; or crafted from velvet and silk.

TRENDY TOTS

The clothing of the most chic Parisian children comes from **Zef** (55 bis rue des Saints-Pères, 33-1-42-22-02-93, www.zef.eu), where the offerings replicate the bohemian look for little ones. The selection includes peasant blouses, sundresses, short-shorts, hoodies and jeans with suede patches. Prices mirror what you might pay for cool women’s wear, €30–€75 (US\$47–\$117).



SHARP-DRESSED MAN

Men looking for classic clothing with contemporary styling will find it at **Daniel Cremieux** (155 boulevard Saint-Germain, 33-1-42-22-01-45, www.danielcremieux.com). Look for three-piece suits, white cotton cardigans (tennis, anyone?) and navy blazers. The line recently introduced a new collection for boys (so they can look like Dad).



SWEET INDULGENCE

Formerly a 19th-century pharmacy that sold chocolate for medicinal purposes, **Debauve & Gallais** (30 rue des Saints-Pères, 33-1-45-48-54-67, www.debauve-et-gallais.com) still touts its benefits to health and wellness. The shop lures chocolate connoisseurs with its gourmet bonbons, truffles and pistoles from €30 (US\$47).

flowers or fruit. A beret may be shaped like a face with red lips and blue eyes. Merci’s business partner, Anthony Peto, makes men’s hats and has an equally flamboyant, eponymous store at 56 rue Tiquetonne in the 2nd arrondissement near the Marais—yet another district to put on your must-shop list in the City of Lights.

—Jaci Conry



DESIGNER SECONDS

At **Mouton à Cinq Pattes** (138 boulevard Saint-Germain, 33-1-43-26-49-25, www.mouton-a-cinq-pattes.info), half the fun is digging through boxes and bins for mint-condition items for men and women by Chanel, Lagerfeld and Hugo Boss.

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