

# AVENUE'S



## (LITTLE) BLACK BOOK

To the untrained eye, New York City can seem like a fabulous jumble of never-ending restaurants, spas, shops and cocktail hours. Choosing what's worth your time can feel like a full-time job. That's why we asked AVENUE insiders to open up their little black books and share the best personal trainers, wine bars and make up counters New York City has to offer. Take a peek and get the low down on where high society spends its time and dollars.

Intro by *Monica Wood* (cover) by *Helen Friedland*



### SHOPPING:

**Reignier Goodman**  
Miami

745 W. Avenue  
312.713.7300

reigniergoodman.com

**Brando's Cashmere**  
463 Madison Avenue

212.613.1000

brandoincashmere.com

**Lee's Place**  
744 Madison Avenue

212.666.7962

leesplace.com

**Marina**  
491 Madison Avenue

212.751.1400

marina.com

**Ralph Lauren**  
200 Fifth Avenue

212.423.1600

ralphlauren.com

**Yves Saint Laurent**  
443 Madison Avenue

212.396.6300

ysl.com

"My favorite place to shop on Avenue B is **Reignier Goodman**, **Brando's Cashmere**, **Lee's Place**, **Marina**, **Ralph Lauren**, and the **body group 'Ten Foot'**"

—*Helen Friedland, **Cherry Society** founder*

**Celia Klein**  
414 Madison Avenue  
212.263.8000

www.celiaklein.com

"I love **Reignier Goodman** Avenue B day vintage store and **Reignier Goodman**—*Michelle Carter Klein, writer, editor and photographer*

**S. Edman Hattar**  
136 Madison Avenue

212.288.2664

sedmanhatter.com

"For some reason, I've always loved **handmade stores**. The one that on Upper East Side is in that they have absolutely everything from **lightbulbs** to a **skateboard** of **Diamond Press**"—*Alexandra Colburn, President and CEO of **LeFebvre & Co.** and **CNBC** contributor*

**Manhattan Books**  
141 West End Street

212.206.1474

manhattanbooks.com

"**Manhattan Books** in Chelsea. They have unique vintage items that give me inspiration for my hair. Think old school **Grand** hairbrush, **Herman Miller** lamp and **Norman and Jonathan** vintage **shampoo bottles**"

—*Justine Carter, **Highly Entrepreneur***



### SALONS AND BEAUTY:

**Dear David**  
341 Madison Avenue

(Entrance on 106th)

212.421.8800

deardavid.com

"My **White at Dear David** for color is a true gem. I could be without him. My mother has to go whenever she is and we wear **Chubby** **Blue** to **Joe** **Europe**. Now we'll visit **makeup** **after** **the** **meeting** **not** **hair!**"

—*Therese Martens, **socialite***

**Lorenberg & Jacoby**  
430 East 61st Street

212.421.2200

lorenbergandjacoby.com

"I have been a partner of **Dr. Erlichy** partner at **Lorenberg & Jacoby** for almost every year. I not only have him to be an incredibly talented **cosmetic dermatologist**, after so many years, I also consider him a friend. He is a **great** and **compassionate** **physician** who takes **cosmetic** **skin** as the **extension** of his **practice**"—*Christy Sanjivani, **model** and **actress***

A **NYC** **body** **tip** **is**... **Dr. David Rosenberg**

115 East 61st Street

212.832.8595

drdavidrosenberg.com

is the **hot** **facelift** **in** **the** **city**.



### Q&A

**RACHEL ROY**

**What is your favorite restaurant?**  
ABC Kitchen is one of my all-time favorites. ABC Kitchen, 35 East 88th Street, 212.475.5000, abc.kitchen.com.

**What is your favorite place to get a drink?**  
I love the drinks at **Reignier Goodman**—one of my favorite bars in the city. Reignier Goodman, 745 West Avenue, 212.713.7300, reigniergoodman.com.

**What is your favorite cocktail bar?**  
Employees Only in the West Village. It's Manhattan's "hidden gem." Employees Only, 233 Madison Street, 212.462.2002, employeesonly.com.

**Where can you find the hottest new thing?**  
The Market, Summer Street, Manhattan. The Market, 55 West Street, 212.411.0000, themarket.com.

**What are your favorite spots?**  
I love the **body** **tip** **is**... **Dr. David Rosenberg** at the **entrance** of **106th** **Street** **and** **Madison** **Street**. **Dr. David Rosenberg**, 341 Madison Avenue, 212.421.8800, deardavid.com.

**Who would you deem as the "next best" person to meet?**  
I've just started working out with **Monica Wood** of **Dear David**. You're never done. It's so nice to get to know her with **Monica Wood**. **Monica Wood** of **Dear David** has **been** **great**. **Monica Wood**, 212.263.8000, www.monica.com.