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VANGUARD ISSUE

SHOPPER'S GUIDE: MELROSE PLACE

LINED WITH UNIQUE SHOPS AND DESIGNER BOUTIQUES, THIS QUIANT STRETCH IN WEST HOLLYWOOD IS A SHOPPER'S PARADISE



Santa Maria Novella



Frédéric Fekkar

MEET: ADIR ABERGEL

For Adir Abergel, there's something nostalgic about Melrose Place. "Walking down those streets has always inspired me." A top stylist for Frédéric Fekkar, Abergel's client list includes superstars like Blake Lively, Kate Beckinsale, Anne Hathaway, Sienna Miller, Jennifer Garner, Eva Mendes and Jessica Biel. Did we mention he's just 27 years old? Abergel spent a week in December traveling back and forth to countries such as China to style his clients for events and shoots. But it's in the open, fun and hip environment at Frédéric Fekkar on Melrose Place where the stylist feels most at peace. "It's such an incredible space to work in," he says. "It's just a lot of really talented people working for the same goal: just taking care of their clients and making them feel beautiful through the gift of art." Most importantly? "You can be who you are ... you feel you're in your friend's living room. I feel like I'm at home."

8457 Melrose Place, Los Angeles

323.655.7800

by LINDSEY ADAMS

CHIC CURIOSITIES

SANTA MARIA NOVELLA

Named after a basilica in Italy, Santa Maria Novella was created in Florence, Italy, as a pharmacy by monks who specialized in making herbs for medication, balms, and pomades. The exclusive boutique on Melrose Place carries unique products and amazing fragrances made of the highest quality materials. Visit Santa Maria Novella to peruse an amazing assortment of soaps, fragrances, legendary oils and candles that come in delicate, beautiful hand-blown glass vessels. As an added bonus, customers can create their own gift boxes filled with delicious products, which can make the perfect gift for a loved one. For anyone looking to escape the hustle and bustle of the Los Angeles streets, Santa Maria Novella is the best place to go for a relaxing treat.

8411 Melrose Place, Los Angeles 323.651.3754

by LAUREN KNODEL

LEADAPRON

Occupying two residences on Melrose Place (one is a gallery that showcases various artists

and the other houses more accessible items for purchase), Leadapron is definitely a breath of fresh air. For those unclear as to the meaning of Leadapron, it has to do with two things: firstly, aprons are associated with workers and craftsmen and secondly, lead aprons have to do with protection (as in X-rays). Therefore, Leadapron's purpose is to protect the work of craftsmen or artists represented within. Owner Jonathon Brown began obtaining rare books and art after dabbling in a variety of careers, and found his true calling when he opened his own gallery through a combination of "luck and hard work." Leadapron mainly deals with rare, out-of-print books, art and photography that have either been handpicked by Brown or obtained through consignment. Some of his rare finds include signed Andy Warhol books, Japanese photo books and work by prominent artists like Damien Hirst, Bruce Weber and Stephen Shore.

8454 Melrose Place, Los Angeles

323.782.1888 | www.leadapron.net

by SAFI ASHRAF