



METRO SHOP

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- ▶ To advertise in Metro Philadelphia, contact Jim McDonald, sales director, 215-717-2689 | james.mcdonald@metro.us
- ▶ To advertise in Metro US, please contact Bob Edmunds, national sales director, 646-792-8073 | robert.edmunds@metro.us

A pop of style

▶ New pop-up shop Boutique 77 arrived just in time for the holiday shopping season

Style in the city

Fashion and art social

AmareSinh will be showing fall/winter looks in a fashion show (there's also a sample sale), while local artists Christine Stoughton and Nancy Sophy will also have work on display. **Wednesday, 7 p.m. to 10 p.m., AxD Gallery, 265 S. 10th St., www.amaresinh.com**

Daily deal

Adam fringed skirt

Fringe was a major trend on the Spring/Summer '11 runways. Work the look now with a fringed skirt by ADAM. The best part: It's now marked down 70 percent, and it's lightweight enough to take you straight through to spring and summer. **\$70, www.the-outnet.com**

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▶ Boutique 77 is only officially open until Dec. 31, but Edmunds says something more permanent may happen if the next couple of months go well.

Angela Edmunds had some work to do when she moved into her new retail space at 777 South Broad — quick work. “I call it ‘extreme makeover boutique edition,’” she says of Boutique 77, the new pop-up shop for her clothing and accessory company, Showroom 77. “We literally built it from scratch in four weeks, and we had to open one week early.”

While Boutique 77 does have a spontaneous pop-up shop feel — it will only be around for three months — the space is packed with local and national labels for the holiday

What's in a name?

▶ The “77” comes from the year Edmunds was born; it's just a happy coincidence it works with the address.

shopping season. Only a couple weeks into its run, Boutique 77 is the only East Coast outlet to carry Los Angeles label Estava Morioka, and they've scored some coveted luxury pocket squares from Armstrong and Wilson. It's also functioning as a Center City outlet for Manayunk's Octavio Miles Boutique, exposure Edmunds sees as important for independent designers as well.

“It was always a goal to

one day have a storefront side of the company — it gives a great opportunity for designers to test out the Philadelphia market,” she says. “And for me, as a pop-up during holiday shopping season, it's the best time.”

Boutique 77
777 S. Broad St.
www.showroom77.net



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The look

“It's contemporary,” says Edmunds of the eclectic boutique's style. “You have something casual — from a casual jumper to a little dress that could be good for New Year's or an office party, from handmade jewelry to costume jewelry, from \$20 to \$110 to \$350.”