

LA REE

BOUTIQUE

LA REE PRESS



BEST NEW EASTSIDE WOMEN'S BOUTIQUE

VIBE: Urban sophistication from across the country and around the globe. Rachael Nov loves her grandmothers. From one she treasures an antique sewing machine that's displayed in her Bellevue boutique; Tiffany blue walls are stylish gem. The space mixes warmth with modernity: Tiffany blue walls are juxtaposed with cement floors, white washed wood contrast with black leather, the air is lightly fragranced with Eau d'Italie bath essentials from Positano, Italy. Nov scours the market for up-to-the-minute designs to bring to her au courant customers: Diaphanous dresses from Jenni Kayne of LA (\$400), silk shirtdresses from Isreal's Nili Loan (\$200) and Australian denim from Tsubi (\$250). Although accessories are minimal, Nov collaborates with friend Angela Self of Posh on Main to make sure that the pair of shoes is just around the corner.

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