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Most stylish New Yorkers

# Shopping



## Best gym stores

The only sweat we're breaking is over these health club's cool shops. By Linley Taber

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**More stylin' NYers**  
Starring Kid Cudi, Simon Doonan and 65+ other inspiring dressers.

### Best new trends

- Colorblock
- Wood grain
- Trench coats
- Statement necklaces
- White shoes
- Nautical gear
- Wearable art
- '90s clothing

### Men's fashion

- Cardigans
- Denim jackets
- Headphones
- Nerd glasses
- Patterned dress shirts
- Tie clips

[More men's fashion](#)

### Weddings guide

- Best venues
- Unique rings
- Cool cakes
- Top officiants

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Photographs: Keith Morrison

#### David Barton Gym

This quad-level gym in the East Village feels like a swank Meatpacking club—flattering low lights, thumping beats—and it has the goods to match in its small retail area just off the lobby. Get the party started with a box of Suck UK bar-game coasters (\$15), which feature puzzles, mazes and pickup lines, or show off your toned figure in Christopher Kane body-con atomic-print dresses (\$198). If you're looking for something to wear while pumping iron rather than your fist, pick up flashy 2K by Gingham disco skull tees (\$45) or David Barton's own muscle-baring ribbed tanks, emblazoned with his gym's mantra, LOOK BETTER NAKED (\$25). 4 Astor Pl between Broadway and Lafayette St (212-505-6800, [davidbartongym.com](#))

#### Exhale

This hybrid spa and fitness chain has a cult following for its yoga-meets-Pilates Core Fusion classes (Cameron Diaz and Heidi Klum are fans), but we think its beautifully appointed "wellness boutiques"—present in all six Manhattan locations—are just as big a draw. At the Central Park South location in particular, there's a well-curated assortment of jewelry, including vintage-inspired pieces from Nicole Richie's House of Harlow 1960 (\$60–\$200) and Etika blinged-out bracelets (\$40–\$60); affordable fashion-forward threads from lines like Free People (\$40–\$180) and BB Dakota (\$40–\$100); and accessories, such as insanely soft, eco-friendly Toggerby burnout leggings (\$50) and traditional Mexican blankets (\$35) in bright tribal prints. You'll also find products from the all-natural skin-care line G.R.N. (\$10–\$60), favored by Exhale's spa technicians, plus the full range of Spa Ritual organic nail polishes (\$12) used in the adjacent mani-pedi rooms. 150 Central Park South between Sixth and Seventh Aves (212-249-3000, [exhalespa.com](#))

#### Pure Yoga

Both locations of this modern yoga mecca boast an impressive variety of classes, but it's the West Side studio that wows with its selection of downward-dog-ready apparel and accessories. The spacious, Zen-like shop stocks everything a modern yogi could desire, including colorful mats (\$47–\$66) and stretchy yoga pants (\$75–\$88). **Standouts include Tanya B's tie-dye organic halters designed by Pure instructor Tanya Boulton (\$85)** and electrifying neon lace Phat Buddha sports bras (\$55). For those who want to embrace the Om lifestyle without breaking a sweat, there are wellness-themed books, candles and Chakra-printed tanks, but none offers the tongue-in-cheek humor of Alternative Earth's spiritual gangster graphic tees (\$48). Mention TONY for 20 percent off full-priced merchandise through Sept 30; may not be combined with other offers. 204 W 77th St between Broadway and Amsterdam Ave (212-877-2025, [pureyoga.com](#))

#### The Shops at Equinox

With upscale clubs all around the city, Equinox has become synonymous with the high-end gym experience, and its retail stores—carrying exclusive lines of on-trend clothing and fitness duds—certainly follow suit. The Upper East Side location houses the largest selection and feels like the Bergdorf of gym boutiques: Workout wear runs the gamut from big-name basics by Adidas, Nike and RLX to lesser-known brands like Sugoi, whose sweat-wicking tops (\$35–\$75) come in a variety of eye-popping colors. Yet it's the store's fashion-forward street cred that really gets our hearts pumping: Dudes will die for the vintage-sweat-shirt-cum-gym

### TONY shops!



**TONY shops**  
Item of the week: Kiel Mead's one-of-a-kind ring cast from a vintage key.

[More TONY Shops](#)

### Our obsessions



**Our obsessions**  
Just because you're not a fitness buff doesn't mean you can't look like one in these fashionable finds.

### Sample sales + events



**Hey, big spender!**  
Catch two indie runway shows or get pampered with cheap spa treatments.

### New stores + salons



**Store report**  
On our radar: Bookmarc, CH Carolina Herrera, Creatures of Comfort, Pop Up Plus, Scotch & Soda and Wendy Nichol.

### New York's best: Shopping

- Affordable accessories
- Apothecaries
- Craft stores
- Denim shops
- Fitness-gear shops
- Flea markets
- Gift stores
- Global gear
- Hat shops
- Late-night shopping
- Online shops
- Perfume shops
- Record stores
- Shoe stores for women
- Sunglasses
- Tailors in every borough
- Unisex basics
- Vintage clothing

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### Best home shopping

- Affordable art
- Indie home stores
- Linens and bedding
- Lighting
- Shelving
- Vintage furniture