

JEZEBEL

ATLANTA LUXURY LIVING



I'm tired of the malls. Where's the best boutique shopping in Atlanta?

West Side Urban Market has a great selection of unique upscale shops. **Star Provisions** is a gourmand's paradise complete with a farm stand, bakery, wine shop and great array of tableware, linens and gifts. **Sid Mashburn** is a seriously stylish men's shop, and **Sprout** and **B. Braithwaite** are two of the best baby and kids' stores in town. Virginia Highland is a great neighborhood destination. Pick up gourmet goodies at **Bella Cucina**, designer duds at **Mitzi & Romano** and **Bill Hallman**, and home décor at **South of Market** and **Urban Cottage**. Decatur's eclectic mix of shopping includes local favorites **Heliotrope**, **Mama Bath & Body**, **Taste**, and **Worthmore Jewelers**, among others.

The Shopping Chronicles

JEZ checks out what's in store at a few of our favorite fashion-minded shops in Atlanta.

Westside Sophisticate

With its location in Westside Urban Market all but demanding a certain level of sophistication, **G Gilbert** offers clothing that is fashionable without ever chasing fads. Owner Ginna Gilbert stocks her shop with rarely found European and Canadian labels such as M Siamo, Yansi Fugel and Pier Antonio Gaspari, and chooses items that move seamlessly from day to night. Customer service is obviously important as the staff is armed with complimentary bottles of water and a log of each customer's past purchases to help coordinate current shopping endeavors. Carefully chosen accessories and shoes are also on display to complete the youthful yet sophisticated aesthetic.

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