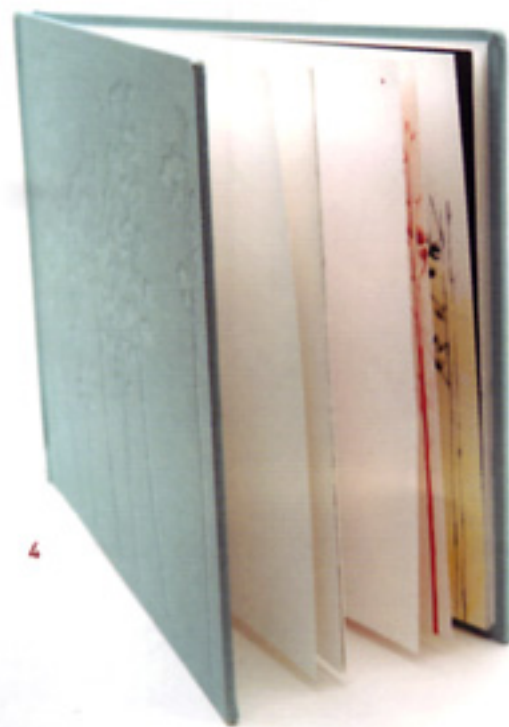


Smart Ideas for Shopping

products for your body + mind + home + office



1. SPARROW PIN by *Classic Hardware* at *Edin*, \$22 | 2. BAG by *Anna Corinna* at *Muse*, \$369 | 3. SANDALS by *Rachel Comey* at *Raye*, \$242 | 4. ART BOOK at *Domy*, \$52 | photography: phoebe rourke

TRIBEZA Pick

smart shopping in houston

Photography Bill Krampitz



Since opening in November 2004, Raye has garnered attention for its well-edited selection of clothing and its savvy style. Formerly a garage apartment and subsequently a hair salon, the 300-square-foot store has now been transformed into a compact shopping space and perked up with tawny hardwoods and colorful wallpaper.

Located in the middle of the hustle and bustle of Montrose, the store is a destination for fashionistas who flock here for everything from electric-blue heels to high-tops from designers like Chie Mihara, Loeffler Randall, and Repetto. Owner and accessories designer Magda Sayeg and store manager Stephanie Halford also bring in the latest clothing designs for men and women from Borne, Sunshine and Shadow, Les Prairies de Paris, Grey Ant, Ulla Johnson, and Anna Corinna, to name a few. Sayeg makes an effort to showcase both established and up-and-coming designers for an end result that feels fresh

and cutting edge. Part of one wall is devoted to mod scarves designed by Sayeg. The Raye team keeps their customers up-to-date about events, new products, and interesting trends in their blog (<http://rayehouston.blogspot.com>).

"We want to curate a look and feel, and that takes more time and focus," says Halford. "We look for comfortable and unique pieces that you can't find anywhere else." That focus has paid off; you can expect to find impeccable construction, clean lines, rich fabrics, and fresh incarnations of personal style at your fingertips. This spring, look for Rachel Comey clothing and shoes. An expansion of housewares, women's wear, and stationery lines is also planned for the coming months. Raye, along with its neighbors, Brasil and Domy, have a good vibe going that seems to just keep getting better and better. Shop this unique boutique Monday through Saturday from 11 to 7pm and Sunday from noon to 5pm. **kelley sullivan**

RAYE

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