

THE ATLANTAN

THE NEW LUXURY!

THE RADAR | SHOPS

The New School of Cool

| By Amy Flurry | Portrait of Kloss and Gore by Sarah Dorio |

Meet Atlanta's latest fashion darlings, by way of New York, and check out their stylish new stomping grounds. The cool-hunter duo of DrewLewis debut their expanded new store in The Metropolis this month. Expect the same level of swank but with more focus on the boys. Meanwhile, Atlanta's freshest fashion face, Katie Hobbs, has the goods for girls. She's leveraged her *Elle* background and innate taste for trends to launch le chic new web boutique Les Nouvelles—and that's news you can use.



Man Up!

Seth Kloss is touring the new location of his boutique DrewLewis—a 5,000-square-foot space within The Metropolis building that's almost double the size of the original Midtown address a few blocks away. There's a tufted leather sofa, ottomans, a fireplace, floor-to-ceiling bookcases, and chandeliers that look like they crashed from the ceiling and puddled in the middle of the floor like sculpture. Kloss, 30, and co-owner David Gore, 28, arrived on the scene from NYC three years ago and opened DrewLewis, (a fanciful mashup of their middle names). At first, they divided the inventory equally between women's and men's clothing. But menswear quickly eclipsed all sales, so they responded by paring down women's to a few racks "for the girlfriends." The grand new store (open this month) will continue their tradition of sourcing hard-to-find labels like A.P.C. and obscure indie lines, including the brand new Caulfield Prep. "For many of our designers we're often the only stocker in the South," says Kloss. But it's the contemporary basics—a look straight out of *GQ*—that hit the strongest chord with their customers. Kloss says they plan to bolster their laddy lineup with Theory sportswear, Hickey, Michael Bastion for Gant, Rag & Bone, and Jack Spade's debut menswear collection. Up next? Possibly a boutique in Soho, NY. "We're growing into a head-to-toe men's shop," he says. "It's what we know best." 935 Peachtree St., 404.881.5359, drewlewis-atl.com.

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