



True Boutique 278 Mott
Street 212 431 7709

What a genius idea! This womenswear shop filled with to-die-for dresses, cute frilly tops and jeans comes with a free on-site tailoring service. Think about how many times you've bought a pair of jeans, only to have them hanging in your closet for years because you never got around to having them hemmed? Or perhaps you purchased them but they didn't quite fit in the right way? A nip and tuck here and there that never happened thereby relegating the pair to the back of your closet? It's absolutely staggering that no one has done this before but bully for owner Katie Campbell in making the store we always wanted. The best part though is that she extended it beyond denim. With feminine pieces that we think are show-stoppers for any party - not an overly precious or label-obvious item amongst the well-edited collection, Campbell has managed to select precisely the wardrobe which will have other women asking you where you got that one-of-a-kind. Additionally she asked (and received) extended sizing from a couple of her lines so women from 00 to 16 have options they didn't previously, addressing the oft-forgotten 'not-model-thin but not-plus-sized' gal. And since you can have pieces adjusted while you either shop the neighbourhood, pop out for a bite to eat, or simply wait with some wine in hand, it really will be a one-of-a-kind for your body. So brilliant.