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Try This On for Size: Shopping Is a Bargain

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To lure customers, True Boutique, a standalone shop nearby, uses a tack commonly employed at Christmas office parties: Offer free booze, and they will come. Inside the narrow shop, which sells women's fashions by such designers as Dallin Chase and Richard Ruiz, a metal tub filled with beer, wine and bottled water rested near a wall of high-end denim. As I nursed white wine in a plastic cup, I imagined how much fun drunk-shopping would be until I woke up the next morning with a pair of \$200 jeans by my bed. The store also has a sale rack and organizes special events, such as a half-off day on all items, including the pair of jeans that really wanted to come home with me.

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Details: Shopping

Cleo & Patek (68 Spring St. at Mulberry Street, 212-925-7150), Ina (five locations; for men's and women's items under one roof, 15 Bleecker St. at Elizabeth, 212-228-8511), **Macy's Herald Square** (151 W. 34th St. between Sixth and Seventh avenues, 212-695-4400), the **Market NYC** (two locations, including 268 Mulberry St. between Houston and Prince streets, www.themarketnyc.com <<http://www.themarketnyc.com>>), **True Boutique** (278 Mott St. between Houston and Prince streets, 212-431-7709), **Gucci** flagship (725 Fifth Ave. between 55th and 56th streets, 212-826-2600). The **J. Crew** sample sale, now over, was held by **Clothingline** (261 W. 36th St., second floor, between Seventh and Eighth avenues, www.clothingline.com <<http://www.clothingline.com>>); the store's upcoming sample sales include **Theory** (starting May 16) and **Tory Burch** (starting May 31).