



Trump l'Oeil

Socialite, cover girl and business exec Ivanka Trump (daughter to The Donald) joins the slew of high-end Madison Ave. designers relocating to SoHo with her new two-story jewelry boutique, three times the size of her former Uptown location. Upstairs, a plush salon (*far left*) offers a private room for customer viewings and transactions, as well as seating areas and an espresso bar, which serves complimentary champagne on Saturdays. Downstairs, the Art Deco-inspired interior (crystal chandelier, sting-ray leather display cases) is backdrop to the heiress-designed

baubles, including rose gold, rock crystal and diamond drop earrings (*left*). » **Ivanka Trump**, 109 Mercer St., 888.756.9912



DIY Décor

Unlike some architects/decorators, Donald Rattner doesn't believe in clients bowing passively before his concepts. That's why his Brooklyn boutique, Module R, encourages his customers to create their own interiors by offering completely customizable and reconfigurable contemporary furniture, objets and art, such as the magnetic sculpture Equilique by John Perry (*below*), whose little acrobats can be rearranged in a variety of feats. Larger pieces, such as wall panels and bookcases, can be purchased in modular increments to fit perfectly within any size home. » **Module R**, 141 Atlantic Ave., Brooklyn Heights, Brooklyn, 718.360.9304



From Across the Pond

Famed for adorning the digits and wrists of rockers, including band members of Metallica, Aerosmith and Motörhead, the London-based jewelry store, The Great Frog, has made the leap to NYC's Lower East Side with its handcrafted sterling silver pieces—a horseshoe ring with enameled stars (*below*), swallows-and-anchor necklaces



Moda Viva

Nestled on a small, quiet wedge-shaped plot in the Meatpacking District is the third NYC outpost of the high-end Italian label, Marni (*above*). What makes this shop different from its SoHo and Upper East Side siblings is its focus on the more easygoing Edition line for men, women and children (sizes 2-10). Shoppers can browse the staples—bold printed garments and chunky accessories—and try them on in the mobile dressing rooms (steel boxes on wheels). » **Marni Edition**, 1 Gansevoort Pl., 646.532.6015

and the line's signature skull rings—that have achieved iconic status. There are designs for ladies, too, such as statement-making, gem-studded rings that combine femininity with edgy detail. » **The Great Frog**, 72 Orchard St., 646.370.5727

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