

San Francisco & Northern California

A philanthropic vintage boutique, plus special deals for *Lucky* readers. By Chloe Redmond Warner

resident talent



TOP, \$188



"PLEATED WINGS" TOP, \$260

CHIFFON DRESS, \$414



serial cultura

Designer Jennifer Jennings regularly mines inspiration from the most unlikely sources. "I see random stuff every day on the street, and I use those images—like a billboard, tire tracks, or once, a mattress—to create prints," says the 31-year-old, who trained as a textile designer at the Kansas City Art Institute and in 2007 launched *Serial Cultura*, her line of vibrantly patterned pleated dresses, drapery tops, and skirts. Using organic cottons and wool jerseys as her canvases, Jennings—who also designs for Old Navy—painstakingly develops and hand-silk-screens her prints in her Oakland atelier. "I mix all my own colors, so my studio looks like a laboratory," she says with a laugh. Prices range from \$110 to \$420. Available at serialcultura.com.

the lowdown...

recently opened

Simply Chic Boutique (3038 Fillmore St., 415-775-2888) brims with glamorous clothing, jewelry, and accessories, including Max and Cleo dresses and festive jewels from Azaara and Bell'occhio. ... Inner Richmond's recent



"SUNDAY" BAG, \$150, BLVD. SIMPLY CHIC BOUTIQUE, 415-775-2888

addition **Helpers House of Couture** (2626 Fulton St., 415-387-3031) is a by-appointment-only space with two floors of items from Christian Louboutin, Chanel, and Giuseppe Zanotti Design, among others. **Bonus:** All proceeds are donated to various charities.

local breaks

Mention *Lucky* to redeem these offers, good through March.

save 20%

Acrimony

Edgy gamine style goes sophisticated at this chandelier-lit, 2,000-square-foot Hayes Valley newcomer, where you'll find racks of lesser-known names like Nuj Novakhett, Tankus, and Sophomore.

Save on any item.

515 Gough St.,
415-861-1025



NUJ NOVAKHETT CHECKERED SKIRT
REGULAR PRICE \$242
LOCAL BREAKS PRICE \$193.60

save 20%

Tiptoes Nail Salon

This just-debuted Potrero salon sweetens its menu of mani-pedis (from \$40) and hydrating facials (\$60) with thoughtful extras like flat-screen TVs and heated buckwheat neck pillows. Save on all services.

300 DeHaro St., No. 336, 415-626-8637

M Clothing

The Bay Area chainlet's new Danville branch marks owner Marty Murphy's third locale, meaning even more access to fresh pieces by Elizabeth and James and Diane von Furstenberg, plus great denim. Save storewide. 402 Railroad Ave., Danville, 925-314-0911; plus other locations

save 20%

TIBI TIE-WAIST DRESS
REGULAR PRICE \$415
LOCAL BREAKS PRICE \$332



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