

TRENDS TITTLE-TATTLE PEOPLE PANACHE

THE WORD



FASH FLASH

Prep-tastic

Summer days of drinking G&Ts at the club have come to a close, and you're headed home to the Hill (Beacon, not Capitol—yet). As exploits on sandy shores give way to the hum of fluorescent lights, you resign yourself to a season of somber clothes and kiss your Nantucket reds good-bye. Not so fast. While you were lazing about, Alice Blum (former Bierly-Drake design assistant) stocked her new Charles Street shop, North River Outfitter, with all the accoutrements of a well-lived life. That is, high-quality, timeless garments to be worn year-round, in the city, the country or on the shore. The store, which is decked out in dark wood and nautical flags, concentrates on must-haves for men, with some cute pieces for women thrown into the mix. There

are navy blazers in worsted wool, complete with gold-tone buttons, waxed and waterproof Barbour jackets, Atlantis windbreakers, Bills Khakis khakis and cords, hand-sewn deck shoes by Dubarry, and Thatcher Spring ties. Ladies will head straight for the Palm Beach—perfect prints by Elizabeth McKay and Molly B. And for you trendsters, the boutique's bestsellers are hand-stitched needlepoint belts by Smathers & Branson. The aesthetic is preppy to a tee, but a closer look reveals sardonic wit: fish and fishbones, cards and sharks, elephants and martinis, and even skull and crossbones. Ahoy, preppies. *North River Outfitter, 120 Charles St., Boston (617-742-0089). www.northriveroutfitter.com.* —Marni Elyse Katz