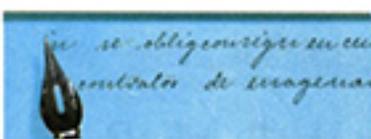


**DISRUPTIONS**  
Pencils down! And all those  
pens, too. BY NICK BILTON

**A FRONT ROW**  
Puppies for the people, from  
Jeff Koons. BY RUTH LA FERLA



**3 SHIN DEEP**  
Boddy underlining the brow's  
look. BY RACHEL SYME

**5 UNBUTTINED**  
Framing a political issue in  
FRENCH. BY VANESSA FRIEDMAN

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# ThursdayStyles

The New York Times

THURSDAY, JULY 24, 2014 \$1



## A Mad Dash to Points South

As Condé Nast prepares to anchor 1 World Trade Center, the businesses that cater to its staff have been angling for space within walking distance (in stiletto heels, of course).

By JOHN KOBLIN

Over the last four years, the Lamb's Club has evolved into the Condé Nast canteen. On any given afternoon, you might spot Anna Wintour holding court at her corner table, dining with the CBS chief executive Les Moonves, Terry Burch or Tommy Hilfinger. Nearby, you might find the *W* editor Stefano Tinelli exchanging a quick handshake with Jason Wu or Michael Kors on his way out. Condé Nast publishers, editors and executives work the dining room every day and bring in as much as "20 percent of our daily breakfast and lunch business," said David Rabin, an owner of the

restaurant on 40th Street.

As the *Sun* Appoit editor Adam Rapoport said, "That dining room is very much a Condé Nast lunchroom."

But with Condé Nast's impending move to the World Trade Center, just how will this scene be replicated in the driveway wilderness that is the Financial District? Easy: Midtown businesses that Condé Nast editors and publishers depend on every day are looking to head south.

"I would say it's a mission of mine to get down there," Mr. Rabin said. "Immediately, as soon as we heard it, we started thinking, 'How could we do this?'"

In the last few months, restaurants, law

The retail and dining options are rapidly changing in and around 1 World Trade Center with Condé Nast's impending arrival.

bars and major fashion labels have been angling for new homes near the World Trade Center, and largely for one reason. Between November and February 2013, about 2,500 Condé Nast employees will be migrating to open floor plans at 1 World Trade Center.

Those couple of thousand employees will have pages to fill and expense accounts to use. And these businesses want CONTINUED ON PAGE E7

## Pop-Up Shops, Sales and Special Offers in New York City

By ALISON S. COHN JULY 23, 2014



From left, clockwise: A bike from Tokyobike; Jonathan Cohen x Shu Uemura cosmetics bags; Converse sneakers spray-painted by the artist Andrew Brischler; Project No. 8 is headed out east for a "play"-themed pop-up at Grey East.

### Hitting the Racks

Waris Ahluwalia and Morgenthal Frederics have teamed up on handmade buffalo horn Morgenthal Frederics x House of Waris RARE sunglasses (\$2,195) to add to the jeweler's House of Waris RARE selection of unusual objects. They are handmade in Germany, each piece laminated with 12 layers of genuine buffalo horn. At Morgenthal Frederics, 399 West Broadway.

Tokyobike, a cycling lifestyle brand founded in 2002 on the concept of "Tokyo Slow," has taken bicycles that are designed to be light to ride, with an emphasis on comfort over speed, everywhere from London to Tokyo. This summer, cruisers like the Tokyobike Single Speed Red (\$800) and the Tokyobike Bisou Saffron (\$695), which easily accommodates a large basket, are for sale just off the Bowery. At 1 Prince Street.

Send shopping suggestions to [Browsing@nytimes.com](mailto:Browsing@nytimes.com).

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4,000 one-of-a-kind samples dating from the first 10 years of his company. Highlights include an early prototype of his signature Bond peacoat in military green (\$219, originally \$695) and a long-sleeve polo (\$49, originally \$145) that is a staple in Mr. Reid's personal wardrobe, as well as furniture, rugs and bolts of fabric from past collections. At 57 Bond Street.

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spring merchandise like a racer-back mesh-trim dress (\$162, originally \$648), with 25 percent of the proceeds going to the St. Ann's Baby and Children's Home in Kenya. At 107 Grand Street, third floor. . . Also on Thursday, the **RHIE** designer Rie Yamagata will have a

sale with summer-weight pieces like a cotton dress with a kicky flare (\$135, originally \$450) and a silk cardigan (\$199, originally \$395), up to 80 percent off. At 320 West 37th Street. . . From Thursday to Sunday, **BILLY REID** will hold an archive sale with more than

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