



THE BLING RING

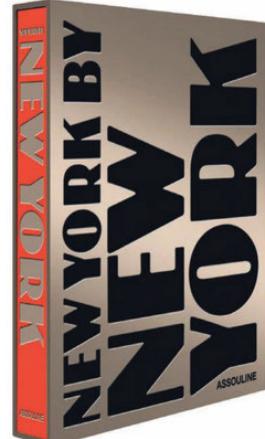
SO WONDERFUL



Vibrant colors, woodland creatures, diamond bows and handmade birdhouses that double as jewelry displays embody the essence of **Mimi So**, who brings her eponymous brand's colorful personality to a new location. The third-generation jeweler and the first female designer to join the CFDA celebrated 20 years in business by opening a store in the Lower East Side. So custom built every element of the new boutique, decorated it with reclaimed wood from upstate, collaborated with design studio Tri-Lox and furniture company BDDW, and displayed her signature "Piece" symbol in the store's top window. "The idea was to step into my fantasy wonderland where magical beauty lives," says So, who grew up in the area. "I wanted customers to feel the joy of trying on our handmade, carved opal bunny rings, diamond twig necklaces, ruby ladybugs and buzzing tassel bumblebee earrings." 21 Crosby St., mimiso.com —Maggie Meskhi

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PAGE TURNER

Street Smarts

The endless list of love letters dedicated to New York City—from poems and novels to songs and movies—is about to include a luxury book. This month, **Assouline** releases *New York by New York* (\$250, Assouline), a tome filled with photos and quotes that pay homage to the history of the city, from the Harlem Renaissance and the speak-easies of the Jazz Age up to the present day. Featuring a foreword by novelist Jay McInerney, the book will cover all five boroughs to make the reader feel as if he or she is traveling through the most important periods of New York through the eyes of F. Scott Fitzgerald, Truman Capote, Audrey Hepburn, Jean-Michel Basquiat and Madonna. The 360 pages of images by epochal photographers including Edward Steichen and Peter Lindbergh are paired with texts and quotes from the likes of Edith Wharton, Tom Wolfe and E.B. White for an ultimate love story or, as co-founder of Assouline Publishing Martine Assouline describes it, "a little tribute to the New York I love." —MM

PORTRAIT BY BRITTANY AMBRIDGE; COURTESY OF MIMI SO