

FASHION OBSESSION

ALL IN ONE

MEREDITH KAPLAN COMBINES THE ART OF PERSONAL STYLING AND A SARTORIAL EYE AT GRATUS.

By Kelsi Maree

Dressing's most efficient duo, personal shoppers and their stylist counterparts, have long worked side by side to outfit the fashionably fabulous. Now the two are one at L.A.'s latest retail launch, Gratus, which takes shopping personally. "I thought the Los Angeles retail landscape was lacking personal service, even though we are located in one of the most saturated retail markets in the world," says Gratus mastermind Meredith Kaplan. She aims to end the drought with, as she describes, "a carefully edited assortment of both contemporary and couture women's apparel," paired with bespoke styling assistance designed to help clients build their wardrobes around a signature look. The Beverly Hills resident's favorite pieces from the shop's offerings, culled from stores worldwide, include hand-selected options from Dosa, Gregory Parkinson, Marni, Calvin Rucker and Suno. Inventory reflects Kaplan's intention to mix goods from established brands with those from buzzy newcomers.

Bringing a social atmosphere to the shopping experience is Gratus itself, which the Beverly Hills local styled as a chic apartment rather than a retail outlet. "The design of the store is intended to evoke the feeling of being in your best friend's closet, and features warm tones and earthy textures," notes the proprietress, who is willing to open the atelier during off-hours for clients with unquenchable shopping cravings. Further customization comes from stylist house calls—Gratus tastemakers perform in-home closet consultations to identify clients' personal looks while sussing out their wardrobe needs. Call it boutique shopping at its finest. *426 N. Canon Drive, Ste. 209, Beverly Hills, gratus.com*



WARDROBE MAVEN
Meredith Kaplan,
founder of Gratus



FANCY FOOTWORK Inside the new Madison Mens Shop

SPLURGE-WORTHY

Let's Hear It for the Boys!

Step aside, ladies—men are in your fashion midst and looking to stock their own closets with exclusive tailor-made designs. With few purveyors peddling bespoke footwear for men, **The Left Shoe Company** (8473D Melrose Ave., L.A., 323.944.0764, leftshoecompany.com) debuts its U.S. flagship. Touting a "made to measure" mantra, the brand uses a 3-D scanner to create a completely custom-fit shoe. Specialists select all details, from the material and color to the sole and stitching. The custom creation is then fashioned by artisans in Europe with Italian leathers. >>> Following in similar footsteps is L.A.'s beloved boutique mini-chain, **Madison Los Angeles**. **Madison Mens Shop** (8745 W. 3rd St., L.A., 310.275.1930, madisonlosangeles.com) enters L.A.'s male fashion domain with names like Rag & Bone, Levi's, Kitsuné, Acne and Fiorentini + Baker. And for their female counterparts there's convenience—the new storefront sits next door to the women's boutique on 3rd Street and Robertson. —KM