



MAMA NEEDS A NEW PAIR OF SHOES! Rayna Shin keeps Del Mar chic and well-shod.

## THE SHOE-IN

*Meet the international designer who's giving North County a well-heeled makeover*

When it comes to the bling-tastic sensory overload that is Del Mar Plaza, Shoetique 101 is—with its stark white walls and shoes that seem to levitate as if at zero-gravity—the respite we've been waiting for. "People have come in asking if I needed a paint job," says owner Rayna Shin of certain clueless Del Martians. Thankfully, North County's style-savvy are snatching up the sexy, whimsical shoes designed by Shin and her sister Janelle Kang, who both also own locations in Tokyo, Seoul and Paris. Kang is also at work on a sweater line, expected to hit Shoetique 101 shelves in coming months. 1555 Camino Del Mar, Ste. 325, Del Mar, 858.350.7642.



BATTING 1,000: Shu Uemura's Tokyo Lash Bar at Fashion Valley.

### LASH OUT!

Are fake lashes the new fake boobs? Shu Uemura's Tokyo Lash Bar at Neiman Marcus, Fashion Valley doles out faux fringe in feathers and velvet, and even offers "lash styling." We bat a sad eye in remembrance of the recently departed Shu Uemura himself, who got his big break in the 1950s as a makeup apprentice in the movie biz.



### CHAIN OF COMMAND

The next time you see a paparazzi shot of mess-of-the-moment Britney Spears, look past the stringy extensions. And the chipped nail polish. And the Frappuccino stains. Because the one fabulous thing she has going for her *isn't* her well-reviewed album, it's her jewelry choices. Lately she's been spotted wearing selections by S.D. jewelry designer Morgan Jean, whom *Riviera* covered first. Further up the celeb food chain, her baubles have also been seen on Tyra Banks and Kristen Bell. When the Encinitas designer isn't bejeweling starlets, she's doing trunk shows at none other than N.Y.'s Bergdorf Goodman. [www.morganjean.com](http://www.morganjean.com).

### S.D.'S ALPHA MALES

The latest chapter in fashion's 1990s revivalism is coming straight out of S.D. Leave it to pro-skater and UNIV co-owner Mirko Mangum and internationally noted Fiberops designer Alyasha Owerka-Moore to re-launch the skate/surf/snow/music brand Alphanumeric. The precursor to streetwear as we know it, Alphanumeric, also known as A#, will re-emerge this year, starting with the release of limited-edition Audio Technica headphones, soon to be followed by a line of graphic shirts. [www.alphanumericbrand.com](http://www.alphanumericbrand.com).

WHERE WOULD THE OLSENS SHOP  
IF THEY LIVED DOWNTOWN?  
URCHIN, WHICH, TRUE TO ITS NAME,  
PROVIDES TERRIBLY HIP BRANDS  
FOR FASHIONABLE GAMINES. ITS  
FROCKS BY DIAB'LESS AND HATS BY  
CHRISTY'S OF LONDON ARE JUST  
OBSCURE ENOUGH TO GARNER  
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