

The
San Luis Obispo
COLLECTION

san luis obispo

MERCHANT



SHOP THE SLO LIFE WITH THE THE SAN LUIS OBISPO COLLECTION: IAN SAUDE GALLERY · COURT STREET CORK COUTURE · MOONDOGGIES · OUT OF POCKET

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SLO FALL

The San Luis Obispo Collection brings together world class shopping, the city's finest restaurants, upscale retail, museums and theatre, and sits adjacent to Mission San Luis Obispo de Tolosa. San Luis Obispo, named the Happiest City in America, is the cultural hub of the Central Coast, which embodies the California Lifestyle and offers locals and visitors alike historic architecture, sweeping vineyards, pristine beaches, charming beach towns and mountain ranges and is home to Cal Poly University. Now we introduce the SLO Merchant, our new community newsletter.



HAND-PICKED FOR FALL: THE HAMMIT BAG

This fall, Ian Saude chose the Hammit-Los Angeles collection for its relaxed, sexy designs

Although best known for his eponymous line of contemporary fine jewelry and cashmere accessories, local designer Ian Saude has been expanding into handbags and small leather good lines over the past months and to great effect! Bringing hand-picked collections like Hammit-Los Angeles and Martine Sitbon-Paris to the Central Coast, as well as trend felt and leather totes from LA designers like Graf & Lantz and Australian new comers Flynn and Annabel Ingall, Flynn's aim has been to curate a focused group of quality, fashion-forward handbags at affordable prices.

Saude explains, "In California dressing is all about accessories. You can just wear jeans and a t-shirt most of the time and get away with it. However, the bag, the scarf, the jewelry and the shoes are what make your outfit.

I always felt that quality small leather goods were a perfect fit with the fine jewelry and other accessories we already carry. Famous

jewelers like Tiffany and Cartier carried amazing leather goods back in the day. So, after a number of clients urged us to take the plunge, I started looking for lines that made sense



in this area, lines that reflected our relaxed Central Coast lifestyle but which also are chic and make a statement. I think good clothes

and accessories can dignify and transport people. When you wear something really nice, you act differently and that attitude is reflected in your level of confidence and how people see and treat you. I believe in investing in quality, in pieces that enrich your life, things you are still happy that you bought 5 years later."

So Saude chose Hammit Los Angeles for its sexy but relaxed designs. Every bag is affectionately named for a location in and around the LA area, paying homage to some of the city's best known streets and attractions. "These bags have been so well received, I think it's the playful and edgy design coupled with the functionality and versatility that women love.

The Ian Saude Gallery is located at 1003 Osos Street @ Court Street.

MEET MOONDOGGIES

After graduating from Cal Poly, Moondoggies owner Randy Adler departed for an extended surfing adventure to Australia and Indonesia. This is where the seeds began to form for what we know today as the county's most integrated and well assorted local surf shop—Moondoggies Beach Club. Moondoggies was established in 1986 in downtown San Luis Obispo. As a fourth generation resident, Randy was well rooted into not only the SLO life but the surf industry and started building brand relationships. Retailing was in Randy's blood as both his father and grandfather were successful car dealership owners.

The Moondoggies logo depicts surfer Tom Blake who is credited as the man who developed the first fin on a surfboard. There isn't a day that goes by that you don't see the Moondoggies logo on a local, tourist, or wanna be surfer. Exclusively to Moondoggies, you will find surfboards by master shaper Dave Parmenter.

Moondoggies' product assortment speaks to the coastal lifestyle of the Authentic Central Coast. Randy has kept true to his brands and product offering the largest selection of men's walkshorts and boardshorts. You will also

find a wide range of surf and skate boards, wetsuits, sandals, footwear, women's apparel and accessories.

In early 1990, Moondoggies expanded into Pismo Beach and in 2009 moved the downtown SLO location which gave the store greater merchandising capabilities and direct connectivity to Mission Plaza. Randy contributes his successful career to his loyal and dedicated customers, a supportive wife, three avid surfing boys and a stellar sales staff. *Moondoggies located at 837 Monterey Street & Chorro.*



CORK COUTURE AT COURT STREET

The San Luis Obispo Collection held its annual fundraiser CORK COUTURE on Saturday, August 31. The event brought together the community for an evening that featured our own local paparazzi, wine and food pairing, local entertainment and most of all hope and funding for an amazing organization Jacks Helping Hand.





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FASHION & HOME GOODS

- Abercrombie & Fitch
abercrombie.com
- Banana Republic
bananarepublic.com
- Chico's
chicos.com
- Express
express.com
- GAP
gap.com
- Ian Saude Gallery
iansaude.com
- Moondoggies Surf Shop
moondoggies.com
- Pottery Barn
potterybarn.com
- Solstice Sunglass Boutique
solsticesunglasses.com
- Sunglass Hut
sunglasshut.com
- Urban Outfitters
urbanoutfitters.com
- Victoria's Secret
victoriasecret.com
- White House Black Market
whitehouseblackmarket.com

FOOD

- Bali's Yogurt
805-594-1172
- Bull's Tavern
facebook.com/bullstavernslo
- Chinos Rock & Tacos
chinorocks.com
- California Pizza Kitchen
cpk.com

- Jamba Juice
jambajuice.com
- Palazzo Giuseppe
palazzogiuseppe.com
- Pizza Solo
pizzasolo.com
- Sal's Paradise
slosals.com
- SloCo Pasty Co.
slocopastyco.com
- Splash Cafe Seafood & Grill
splashcafe.com
- Starbucks
starbucks.com

SERVICES

- Sephora
sephora.com
- Salon Lux-Aveda
salonlux.com

SPECIALTY

- The Apple Store
apple.com
- Barnes and Noble
barnesandnoble.com
- Cal Poly Downtown
calpoly.edu
- The Movie Experience
themovieexperience.com
- Open Air Flowers
openairflowersslo.com
- Papyrus
papyrusonline.com
- Powell's Sweet Shoppe
powellsss.com



out of
POCKET

WHAT'S COOKING

Man-about-town George Krauth dishes on the fashions, flavors, designs and décor he discovers as he travels the globe tracking trends as Jamestown VP of Creative & Marketing.

When Michael Phillips, C.O.O. of Jamestown and Vice Chair of the James Beard Foundation Board of Trustees, announced that he was planning to write a cookbook, the entire Jamestown Creative & Marketing team clamored with offerings of "research" services. I personally had to come to terms with the idea of adding yet another manual to a rapidly expanding collection in a pint sized Manhattan kitchen. The just released *Chelsea Market*

Cookbook offers up a feast of archival images of the market, gorgeous food photography, and entertaining anecdotes from Chelsea Market chefs and friends whose recipes grace its pages. Also available this fall is *Summerland*, the iconic Chef Anne Quatrano's first cookbook. Named after her family farm and stuffed with more than 100 of her best recipes and entertaining ideas, *Summerland* makes each month's harvest

a reason to celebrate. Drop by Westside Provisions District in Atlanta where Quatrano is sure to be signing copies this fall. These tastemakers have inspired me to squeeze back into the kitchen and stock the pantry. Just please keep your fingers crossed that Anne has shared her recipe for lime cornmeal cookies.