

offtherack

Brittany Kress keeps up on the latest in local retail so you don't have to. To check out the latest shopping news and enter to win product giveaways, click to her blog Window Shopping at ColumbusAlive.com



BRINGING GUCCI BACK

A favorite Italian designer is returning to **DSW**. The shoe retailer's Dublin store, 3704 W. Dublin-Granville Rd., will carry Gucci shoes and handbags starting Aug. 6.

DSW used to carry Gucci's designs and is now bringing them back to 14 stores across the country. There's no word on specific styles to expect, but this special selection will be available at the Dublin location for the foreseeable future.



BRITTANY KRESS PHOTO

PROGRESS AT POLARIS

Lots of change has been coming to **Polaris Fashion Place**.

The addition of an Easton-esque outdoor area brought plenty of new restaurants and the relocation of **Forever 21**, which has taken up residence in a massive, two-story storefront.

Inside, an **Express** store opened recently, bringing with it the newest into-fall designs and a fresh, rich store design. **Coco & Lilly**, a ladies' clothing and accessories store that's based in Tennessee and tries to stay atop the trends, also opened down the hall.



File photo

MERCHANDISE WITH A MESSAGE

2EcoChics Earthwear is half education, half outerwear — and 100-percent green.

The Lewis Center company, which recently went live through a site at 2ecochics.com, both educates people about going green and helps them make it happen by offering things like stainless-steel water bottles and tees and yoga pants made from organic or recycled materials.

Merchandise is available online only right now, but co-owners Cathy Tiffany and Jessica Clay said they hope to eventually offer items in local stores.

BEYOND OSU

Want to rep Columbus without having to rely on an in-your-face OSU logo?

Wearlane Apparel's tees and jackets (in scarlet and gray shades from American Apparel, available at wearlane.com) feature a simple and subtle screenprinted image of a "Lane Ave." street sign angled across the front.

They'll be recognized by "those who have been there" and won't be obvious to those who haven't, say creators Raj Shroff and Gabe Shulz. They've already launched a "Court St." line that'll go on sale this fall in Athens bookstores and online.



File photo

MONTHLY HAPPENINGS

Jewelry, scarves and handbags from locally owned **Nontle Jewelry** will be featured at the Urban Spirit Coffee Shop on Aug. 19. There will be raffles, food, drinks — and the first 15 people will get a free pair of earrings. The "Uniquely U" jewelry event continues every third Wednesday of the month. Urban Spirit is in the King-Lincoln District, at 893 E. Long St.

A new batch of designer collections and vintage finds arrives every third Thursday at **Ladybird**, and the Short North boutique marks the occasion with a special social hour and new markdowns. This month's event is Aug. 20 at the store, 716 N. High St.



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