

WEDNESDAY, JANUARY 23, 2008

The Miami Herald



TROPICAL LIFE

STYLE

SECTION E



ANA
MARIA
GIULFO'S
BRUSH
STROKES
MAKE
FABRIC
POP, 8

ARTFUL DESIGNS

ALSO INSIDE THEATER: WELL-CRAFTED FARCE SHY OF BELLY LAUGHS, 3

MiamiHerald.com

GET LAST-MINUTE TRAVEL DEALS! CLICK ON MIAMI.HERALD.COM/TRAVEL

STYLE

MORE
STYLE
PAGES 5-9

FASHION SPOTLIGHT

Lifestyle shop opens in SoBe neighborhood

BY ORIANE LLUCH
OrianeLluch@gmail.com

Miami Beach's tony South of Fifth quarter now has its own little secret.

Our Secret Consignment opened in mid-October on a quiet strip on Washington Avenue that has been slow to attract vendors, perhaps because the neighborhood is still being built.

In any case, the inventory has already sold out four times in the last couple months, said owner John DiPrizito.

"Initially, I was expecting to do more furniture, but it's turned into a lifestyle store," said DiPrizito, 45. "I'm going to go with it."

That means dishware, picture frames, local art, home accessories and jewelry also fill the 1,000-square-foot space. An earring pouch can be had for \$2.50; a Laurent Levy photograph for \$7,500.

DiPrizito, a native of Queens, N.Y., used to manage the now-defunct Versace store.

"When the store closed I was a little frustrated, thinking, 'what am I going to do next?'" he said. "But I always wanted my own business."

He gets his wares from advertisements, closeouts, local artists,



PHOTOS BY JOHN VANBEEKUM / MIAMI HERALD STAFF

ART'S IN THE RIGHT SPOT: Surrounded by assorted treasures, John DiPrizito, takes a break at his busy shop, Our Secret Consignment. He says it's a good venue for emerging artists trying to sell their works.

word of mouth and the many passersby. He is plenty choosy. Scratches and dents have no place here, he said. He tries to keep prices down for quick turnover.

"We [need to] turn over inventory very quickly because we are a small space," said store manager Lloyd Freeman.

DiPrizito said he started Our Secret Consignment partly to give artists a venue to sell their works. "I think everyone deserves a break and if they can move on to bigger and better things, I think that's fabulous," he said. Along with Levy, DiPrizito also carries jewelry by local talent Leslie LaCombe.

Although rent in South Beach is high, DiPrizito said, the location is worth it. Opening shop on the Biscayne corridor or Design District seemed risky, security-wise, he said.

Here, in this quiet strip, he feels safe keeping his doors open all day. About 40 people wander into the store on Saturday or Sunday, and about 15 on a weekday, he said. The shop is stroller- and dog-friendly, he noted.

"If I were in a different neighborhood," DiPrizito said, "it wouldn't have a community feel."

HOT PICKS

What: Our Secret Consignment

Where: 110 Washington Ave., Miami Beach, 305-534-7004



What we love: Leslie LaCombe Necklace, \$500

Why we love it: Rock this one-of-a-kind handcrafted sterling necklace with a strapless number to score the most come-hither looks.

What: Photos by Paul Clemence, \$1,100 each

Why: These menacing industrial-chic photos are the real deal, worth a thousand words.

FASHION / BEAUTY RX

THE PROBLEM: SOLES ON FIRE

THE SOLUTIONS:



Economy: Silver jeweled sandals, \$19.99 (All Payless stores or payless.com)

This little silvery number will mean relief for hot feet especially when temperatures climb. Your tootsies cannot get any more naked than this: Only a couple of straps hold the footwear in place and the barely-there heel stops you from being completely flat on the ground. The color-coordinated jewels dress the sandals up just enough.



Top of the Line:

Tribal Treasures sandals from Casadei, \$495 (At Cinema, 1243 Washington Ave., Miami Beach; 305-532-1213 or cinema clothing.com).

Italian designer Cesare Casadei claims that

his shoes are crafted for a modern woman who is fashion-forward, business-minded and exudes self-confidence. Sounds just like you. True objects of design, Casadei shoes are still produced in Italy and are made exclusively from hand-finished materials. Their craftsmanship reflects tradition and trendiness.

- SIDONIE SAWYER



What: Custom made white Australian leather chairs, \$650, with Marimekko fabric pillow made by Mark Brudzinski, \$45

Why: Visualize your cocktail party while you sip bubbly on this buttery leather chair, and you're the hostess with the most-est.