

Window Shopping

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La Boutique, L'art et la Mode in Jackson SquareLaura Compton, Nerissa Pacio
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Liz Hafalia / The Chronicle

La Boutique, L'art Et La Mode

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actually have a fashion-forward look."

*1809-B Fourth St., Berkeley;**(510) 649-9759. 10 a.m.-6 p.m. daily*

- Nerissa Pacio

*To submit a new boutique for consideration, e-mail sfis@sfchronicle.com or send information to SFis, 901 Mission St., San Francisco, CA 94103.**This article appeared on page S - 2 of the San Francisco Chronicle***LA BOUTIQUE, L'ART ET LA MODE**

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Shoppers won't be familiar with many labels at Jackson Square's new fashion destination, but that's the point. "My concept is to bring the best of European designers to [San Francisco](#)," says owner Carole Harari. A [Swiss](#) native who had worked in merchandising for H&M, she found herself drawn to San Francisco. Chic separates from established and emerging designers Aleksandra Wisniewska, Vanessa Bruno and [Martin Margiela's](#) M6 line share the racks; France's rock-inspired Zadig & [Voltaire](#) will have a dedicated space. Accessories include jewelry and Jerome Dreyfuss' ultra-practical bags, reportedly the "it" bags in [Paris](#). Add in quarterly art exhibitions, and you have "much more than a store - we want to be a loungey gallery."

*414 Jackson St., San Francisco;**(415) 693-9950. 10 a.m.-6 p.m.**Monday-Saturday*

- Laura Compton

CONVERT

It's easier than ever for local eco-conscious shoppers to find organic produce, green cleaning products and sustainable women's fashion. But guys on the hunt for stylish eco-fashion have typically been out of luck.

Randy Brewer, 46, decided it was time to change that with Convert, which just opened on Berkeley's bustling Fourth Street. Instead of carrying established green brands, Brewer decided to contact his favorite clothing labels, proposing that they create eco-friendly capsule collections for his store.

"I decided to go this back route because it's more of a challenge," says Brewer, an avid environmentalist and former buyer and manager at Rolo and Villains in San Francisco. "I wanted to convert these vendors, and also convert my customers to see that organic can

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