

Los Angeles

Los Angeles is undergoing a retail regeneration, as areas like Downtown L.A. are being revitalized with a new slew of streetwear and fashion boutiques. That makes the pioneers that paved the way even more relevant than ever.



Night + Market Song

Founded by young chef Kris Yenbamroong, Night + Market Song is best described as a Thai restaurant that mixes traditional styles with a second-generation Asian-American mindset. It by no means is a “fusion” restaurant, but its knack for updating traditional recipes with an authentic flair comes from Yenbamroong’s childhood growing up cooking with his family in the food industry. Located in the extremely bohemian neighborhood of Silver Lake, one shouldn’t quickly dismiss Yenbamroong’s restaurant as a hipster hangout. Although the interior and clientele speak to an extremely cool audience (as do the long dinner lines), it’s the ideal spot for an afternoon lunch, when the wait times are much more forgiving, allowing diners to fully savor flagship items like the fried chicken sandwich.

3322 W Sunset Blvd Los Angeles, CA 90026/Silver Lake/nightmarketsong.com



Mister Green Life Store

Former brand consultant Ariel Stark-Benz left New York and traveled to the West Coast, seeking to start something new. What that became was Mister Green, a lifestyle brand inspired by stoner culture past and present, whose timing couldn’t be more perfect—establishing itself shortly before recreational marijuana became legal in California. Although Mister Green doesn’t sell cannabis, it does sell apparel, accessories, and paraphernalia that plays on and subverts long-standing stoner stereotypes. For example: His “Hippie Shit” perfume is inspired by the scent of burnt Palo Santo, evoking a high-end holistic vibe that has attracted a growing fanbase of consumers.

4884 Fountain Ave Los Angeles, CA 90029/
East Hollywood/green-mister.com



The Friend

Located inside a former ‘50s-style diner, The Friend’s pastel interior includes a pink floor, customized pinball machine, and colorful art posters on the walls from artists like Kenny Scharf and André Saraiva. Despite its resemblance to a pop art installation or a Disneyland-themed café, it’s become a local hotspot for Silver Lake’s cognoscenti, hosting dance nights from local brands like Brain Dead, and offering a humorous cocktail menu with cheeky beverage names like “The Hustler” and “The Heartbreaker.” In a city full of places made for A-list stars and members-only clubs, The Friend, like its amicable name, feels like a welcoming spot for anyone.

2611 Hyperion Ave Silver Lake,
CA 90027/Los Feliz/thefriendbar.com

Undeatead

Founded in 2002 as an independent purveyor of hard-to-find sneakers, Eddie Cruz and James Bond used to get some of their stock from mom-and-pop sporting goods shops who weren’t clued in to the amount of heat languishing in their stockrooms. Eventually, Undeatead evolved into a fleshed-out lifestyle label mixing military and sports motifs, and has collaborated with some of the best brands in the streetwear scene, from Jordan Brand to A Bathing Ape. The company hasn’t strayed too far from its foundations, and continues to release a number of sought-after limited sneaker collaborations year after year.

111 S La Brea Ave, Los Angeles, CA 90036/Fairfax/undeatead.com

Round Two

Originally founded in Richmond, Virginia, Round Two is a vintage and resale store that specializes in streetwear, sneakers, and all sorts of nostalgia-inducing sportswear. From old-school concert T-shirts to rare finds from brands like Polo Ralph Lauren, The North Face, and Tommy Hilfiger, Round Two balances newer products from Supreme, BAPE, and Palace with some of streetwear’s biggest inspirations. Its stock comes from people who bring their gear in to the store, where it’s appraised and bought before it ends up on the shelf. The whole process is highlighted in Round Two’s YouTube series, which mixes streetwear history with the funny personalities that work at the store and frequent it.

7322 Melrose Ave Los Angeles,
CA 90046 /Fairfax/roundtwostore.com

UNION

Originally founded in New York, UNION Los Angeles is run under the watchful eye of Chris Gibbs, who has been involved in the boutique since its early days. Its current incarnation is known for bringing covetable Japanese brands like visvim, NEIGHBORHOOD, and Wacko Maria into the consciousness of America’s retail scene, and it remains a vital launch pad for new brands like Awake, Noah, Online Ceramics, and Stray Rats—still staying true to its streetwear roots, but unafraid to mix them with high-end offerings from fashion brands like Thom Browne, Marni, and OAMC. Its new in-house label takes Gibbs’ eclectic sense of personal style and channels it into vintage-inspired ready-to-wear garments.

110 South La Brea Ave, Los Angeles, CA 90036/Fairfax/
unionlosangeles.com

Virgil Normal

L.A.’s Silver Lake neighborhood is known as a community of free-spirited creatives and left-of-center Angelenos who actively seek products and experiences outside of the mainstream. Virgil Normal, a store founded by costume designer and stylist Shirley Kurata and art curator-turned moped enthusiast Charlie Staunton, speaks to this niche. It carries a mix of vintage products and tried-and-true workwear brands like Ben Davis, alongside Japanese hiking gear from Aldies, psychedelic streetwear from Brain Dead, and heritage knitwear from Velva Sheen. The shop has an enduring relationship with Odd Future associate Anwar Carrots, and carries his clothing line. It also offers a quirky cereal bar in the backyard.

4157 Normal Ave, Los Angeles, CA 90029/East Hollywood/
virgilnormal.com

