

Where Magazine

January 2011 Issue



WHERE NOW Philadelphia



» RETAIL THERAPY

TEE OFF

Classic graphics make a comeback at Retro Philly, a website specializing in vintage-inspired tees with designs hailing from the 1940s to 1990s. Check the online store for the full line of imagery unique to a bygone era at [www.retrophilly.com](http://www.retrophilly.com).

Philly-centric versions of the classic t-shirt—Scott Pessake says classic graphics make a comeback at Retro Philly, specializing in vintage-inspired tees with designs hailing from the 1940s to 1990s. Check the online store for the full line of imagery unique to a bygone era at [www.retrophilly.com](http://www.retrophilly.com).

at your favorite neighborhood with a tee by the swartz of Sophy neighborhood are Rittenhouse Society Hill, Wash-square, Center City, Northern Liberties and Passyunk Square. Visit [www.rittenhousetees.com](http://www.rittenhousetees.com).

Illustrate a love of this city with "We Heart Philly" tees by Midtown Village mavers Marcie Turney and Valerie Safian. Graphics include the Robert Indiana "LOVE" sculpture and soft pretzels,

as well as designs inspired by tattoos. The T-shirts are part of a larger collection, available online at [www.heartphilly.com](http://www.heartphilly.com) or in person at Midtown Village boutique Verde (108 S. 13th St., 215.546.8000).

Head to Old City T-shirts (233 Church St., 215.925.7868) for a custom creation. This shop is the only place in the city that allows you to pick any color T-shirt in stock, choose from a wide variety of the store's own Philadelphia designs, and have a shirt printed in about 30 seconds. What's more, tees are just \$5!

For urban gear, look to 611 Lifestyle, a line of apparel and accessories inspired by Philadelphia's 611 Records, a one-time local music destination (closed since 2007). Created by 611 founder DJ Nigel Richards, the line features printed-in-Philly tees emblazoned with iconic symbols. Visit [www.611lifestyle.com](http://www.611lifestyle.com).

is the only brand devoted boutique. A visit to the 2,000-square-foot space is warranted for any sports lover (even fans of teams other than the Phillies, Eagles or Flyers). 12th St. between Market & Chestnut sts., 267.273.7622

CLOCKWISE FROM TOP LEFT: (SMITH) CHILL & WESS; (OMAR) KEE TURNER & VALERIE SAFIAN; (DAVID) SCHWARTZ; (BRETTO) PHILLY; (OVER) KACON.COM