

Destination: Long Island



Learn about the style of the East Coast's hottest summer getaway from two local retailers.

By Devlin Smith

For more than a century, Manhattanites have flocked to Long Island to escape the sweltering summer heat, establishing seasonal homes in the region's diverse waterside communities, like North Fork and South Fork. On the island's North Fork, visitors are treated to the region's charming coastal villages, farms and wineries. On the island's South Fork (home to The Hamptons), visitors can indulge at designer shops, high-end restaurants and luxury resorts.

Both regions on the island's East End feature beautifully designed coastal homes, from stately historic mansions to eclectic beach cottages, and have called to a wide range of visitors, from presidents to artists. We spoke with retailers from the North and South Forks to learn more about each and get some coastal style inspiration.

NORTH FORK

Jason and Rena Wilhelm have operated their lifestyle boutique The Weathered Barn (theweatheredbarngreenport.com) in Greenport since 2011, selling artisan goods including handmade bath and body products, hand-painted signs, hand-poured soy candles, alpaca wool yarn and rustic twines.

"We strive to think outside the box stylistically and less about what a tourist might expect to find in a seaside town," Rena says. The shop's curated offerings fit well within its eclectic community.

"Greenport is what I consider 'salty,' a little bit gritty, a little rough around the edges and not too polished," Rena says. "Greenport is diverse in demographics and style. Whether at a high-end bistro or oyster-shucking shack, the mix of personalities and backgrounds is what makes Greenport so special."

Island Life

For more information on visiting Long Island, including how to get there and what to do once you arrive, visit discoverlongisland.com or iloveny.com.





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The community's homes further express that mix. "The housing style within Greenport is quite diverse," Rena says. "Historic stately properties are intermixed with coastal cottages and bungalows, as well as new-construction homes, condos and a few industrial lofts." Because of this blending of personalities and styles, The Weathered Barn and its owners are right at home in Greenport. "We are often told that our store is one of the most beautiful in Greenport, but it is not just about the aesthetics," Rena says. "Jason and I are the classic non/ex-corporate, young creative and artistic entrepreneurial spirits that are flocking to the entire North Fork."



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SOUTH FORK

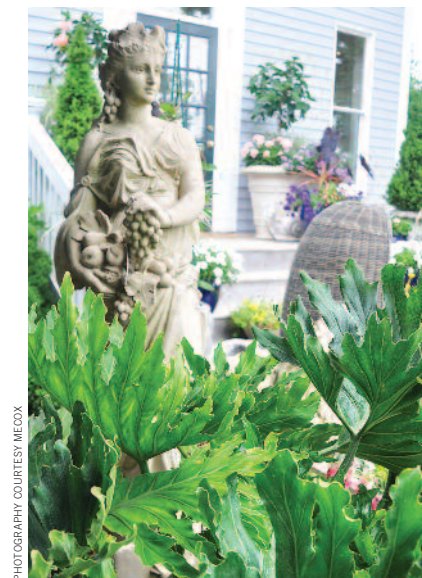
Mecox (mecox.com), a home furnishings retailer with seven locations around the United States, opened its Southampton location in 1996, and has found its niche within the community. "We have been in Southampton almost 20 years now, so we are no longer the new store in town," president Mac Hoak says. "We fit within a thriving home furnishings community of both locally owned businesses [and] recent additions of some national chains."

The store offers a mix of casually elegant indoor and outdoor furnishings, including antiques, antique-style pieces, custom furnishings and artwork. "Organic, fresh, natural, casual, color, texture—broadly speaking the style of our store and Southampton reflect the amazing mosaic of the historic beach community blended with the energy of New York City," Mac says.

Homes in Southampton, and items sold at Mecox, illustrate this blending of classic and contemporary, coastal and urban. "Southampton is an amazing mix of the old New England coastal community that is, of course, heavily influenced by New York City," Mac says. "It's still rural and a farming community in some parts, with historic homes and farmhouses, but mixed with New York City and European visitors. Modern, contemporary artists have mixed their styles well with the traditional feel of this historic area." ★



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