



What happens when you design a hotel around

make a selection



Classifieds: [cars.com](#) | [careerbuilder.com](#) | [Marketplace](#) | [Real estate](#)

Search Travel:

Enter a keyword

and/or

DESTINATION

Powered by **YAHOO!**

SMARTER TRIPS START HERE [TRAVEL HOME](#) [DESTINATIONS](#) [HOTELS](#) [FLIGHTS](#) [DEALS](#)

▪ [E-MAIL THIS](#) ▪ [PRINT THIS](#) ▪ [SAVE THIS](#) ▪ [MOST POPULAR](#) ▪ [SUBSCRIBE](#)

Posted 1/16/2004 1:05 PM Updated 1/16/2004 5:48 PM

Visit the Nolita of San Francisco

By Liz Lufkin, special for USATODAY.com

Sometimes it seems like San Francisco isn't really a city — it's actually a collection of distinct neighborhoods that happen to be crammed close together. Most people know about North Beach, Chinatown or Haight-Ashbury, and they're all worth a visit. But if you want to shop and stroll where the locals go, head for Hayes Valley, which is the Bay Area equivalent of Nolita in New York or L.A.'s Silverlake district.

Until recently, Hayes Valley was best known as the Victorian setting for Erich Von Stroheim's 1924 silent classic, *Greed*. Tucked away behind the Civic Center in the shadow of the freeway, there wasn't much reason to visit. That all changed following the 1989 earthquake, when freeway on-ramps were damaged and eventually demolished, allowing the neighborhood to bloom. Now this relatively small area — bordered by Franklin and Octavia, Grove and Fell — is packed with ultra-hip clothing stores, cafes and restaurants and home design shops. The core shopping area consists of a few compact blocks on Hayes and Grove, making it the ideal spot for a quick trip, particularly if you have teenagers in tow. They'll dig the happening street scene and cool stores; you'll enjoy the one-of-a-kind objects d'art and interesting restaurants. Below is a selected list of places worth checking out.

Clothing

RAG (Residents Apparel Gallery) showcases the work of some 40 Bay Area designers, complete with photos and background information for each display. Look for Jixiki's peace symbol cutout T-shirts, \$39.99. *541 Octavia St. (between Hayes and Grove); 415-621-7718; www.residentsapparel.com.*

She He just moved to a new location on Fell Street. Look for Euro-chic lines such Punk Royale or Kenzie, which makes super-cool sweaters and shirts. *501 Fell St. (at Laguna); 415-552-4030.*

Take a trip back to the '30s and '40s at Manifesto: with its vintage-inspired shirts and dresses. San Francisco designers Sarah Franko and Suzanne Castillo understand that real women have curves, and cut their clothes accordingly. *514 Octavia St. (between Hayes and Grove); 415-431-4778; www.manifestoclothing.com.*

Minnie Wild, on the other hand, carries sizes tiny through 12. These vintage-inspired designs would look right at home at Marc Jacobs, and cost considerably less. *519 Laguna St. (between Hayes and Fell); 415-863-9453.*

You may wander into Zedd thinking you'll try on a handsome fedora by Rod Keenan (\$325) or a Vietnamese silk robe (\$102), then be distracted by a book, *Philosophy of a Dashboard Saint*, that's casually propped open on a shelf. Designed to look like a very cool thrift shop, the store also carries home furnishings and accessories. *364 Hayes St. (between Franklin and Gough); 415-255-9333.*

Advertisement



MORE ON SAN FRANCISCO
USATODAY.com City Guide



- [Worth doing](#)
- [Where to stay](#)
- [Where to eat](#)
- [Where to shop](#)

E-Mail Newsletters

Sign up to receive our free **Travel e-newsletter** and get the best travel news, deals & features in your inbox.

E-mail:

Select one: HTML Text

- Home
 - News
 - Travel
 - Money
 - Sports
 - Life
 - Tech
 - Weather
- Search
- powered by **YAHOO!**

- Travel**
 - [Travel home](#)
 - [Travel briefs](#)
 - [Columnists](#)
 - [Special features](#)
 - [Wi-Fi hotspots](#)
 - [Site index](#)
- Destinations**
 - [Destinations home](#)
 - [City Guides](#)
 - [10 Great](#)
 - [Country Guides](#)
 - [Photo galleries](#)
- Hotels**
 - [Hotels home](#)
 - [Find a hotel](#)
 - [Hotel reviews](#)
 - [Hotel Hotsheet](#)
 - [Hotels with Wi-Fi](#)
- Flights**
 - [Flights home](#)
 - [Airfare Search](#)
 - [Today in the Sky](#)
 - [Flight Tracker](#)
 - [Managing Miles](#)
 - [Airports with Wi-Fi](#)
- Specials & Deals**
 - [Deals home](#)
 - [Air Deals](#)
 - [Hotel Deals](#)
 - [Car Deals](#)
 - [Package Deals](#)
 - [Cruise Deals](#)
 - [Top 25 Deals](#)
- Marketplace**
 - [Real estate](#)
 - [Arcade](#)
 - [Tickets](#)
 - [Shopping](#)
 - [International](#)
 - [Business Index](#)
 - [Newspaper](#)
 - [Classifieds](#)

Home furnishings

Yes, there are plenty of pristine items — mother-of-pearl, ivory, American Creamware — at Alabaster. But this unique shop also sells colorful antique globes, Fortuny silk purses and hand painted Milanese glasses. Wending your way from room to room is like exploring someone's magnificent home. 597 Hayes St. (at Laguna); 415-558-0482; www.alabastersf.com.

At Friend, the motto is "a friendly environment for design," which means lots of contemporary housewares with an Italian or Scandinavian twist. 401 Hayes St. (at Grove); 415-552-1717; www.friend-sf.com.

Also part of the mod squad, Propeller features the work of local furniture designers, along with accessories such handmade Peruvian genie lamps or brightly colored light switch plates. 555 Hayes St. (between Laguna and Octavia); 415-701-7767; www.propeller-sf.com.

Stark Home carries a mix of Asian teaks, elaborate mirrors and Biedermeyer furniture. Somehow, it all comes together. 572 Hayes St. (between Laguna and Octavia); 415-626-6290.

With its plush furniture, sumptuous fabrics and exquisite accessories, wOrldware feels like stepping into a modern-day bazaar. Owners Greg Henson and Jeff Brooks sell their own furniture there, as well. 336 Hayes St. (at Gough); 415-487-9030; www.worldwaresf.com.

Flight 001 might make you wish the airline had lost your luggage. This travel store stocks brightly colored luggage tags and passport covers, Pan Am airplane bags, Tumi suitcases and Mini Motion jackets and watches. It's quite a trip. 525 Hayes St. (between Laguna and Octavia); 415-487-4001; www.flight001.com.

Dining

While Hayes Valley is home to such Bay Area classics as the Hayes Street Grill, it also has a decidedly European feel, thanks to an eclectic mix of intimate German, Italian and Belgian restaurants.

For a serious dining experience, Jardiniere is the place to go, thanks to Traci Des Jardins' seasonal approach and Pat Kuleto's warm, clubby decor. The red wine braised short ribs are a standout. 300 Grove St. (at Franklin); 415-861-5555; www.jardiniere.com.

Tucked in an alley at the back of the Hayes Street Grill, Vicolo Pizzeria is best known for its addicting cornmeal crust pizzas, but has recently expanded the menu to include lasagna, pasta and warm sandwiches. A great choice if you need something fast before the opera, ballet or symphony. Lunch Monday through Friday, dinner nightly. 201 Ivy Alley (between Hayes and Grove, off Franklin); 415-863-2382; www.hayesstreetgrill.com/vicolo.html.

If you have a little more time, Absinthe serves up oysters, coq au vin and other classic French dishes in a Belle Epoch setting. Lunch and dinner, Tuesday through Sunday. 398 Hayes St. (at Gough); 415-551-1590.

Suppenkuche may look bare bones, but the food is hearty and the place is usually packed, thanks to a hearty Bavarian menu that ranges from \$5 soups to *sauerbrated mit Preiselberkonfitue* (that's grilled pork chops with sauerkraut and mashed potatoes to you and me). Dinner and Sunday brunch. 601 Hayes St. (at Laguna); 415-252-9289; www.supenkuche.com.

If Belgian fries or crepes are more to your liking, then be sure to stop by Frijtz, a chic, shoe-box sized spot that offers special dips, such as ginger-orange mayonnaise, to go with those frites. The salads, named after artists such as Gauguin or Warhol, are also popular. Lunch and dinner daily. 579 Hayes St. (at Laguna); 415-864-7654; www.frijtzfries.com.

Il Borgo seems like the kind of quaint spot you'd find in North Beach about 50 years ago, right down to the home-style cooking and melted candles in Chianti bottles. Dinner Monday through Saturday. 500 Fell St. (at Laguna); 415-255-9108; www.themenupage.com/ilborgo.html.

Another down-home spot is Powell's Place, owned by legendary gospel singer Emmit Powell. This soul-food spot has been on the scene since 1972, serving fried chicken and pork chops, BBQ ribs and, on Sundays, black-eyed peas. Lunch and dinner daily. 511 Hayes St. (at Octavia); 415-863-1404.

Be sure to save room for dessert at Citizen Cake, where Elizabeth Faulkner creates cakes, pies, cookies, ice cream and other desserts with a twist. Citizen Cake also serves breakfast,

lunch and dinner Tuesday through Sunday, and even has gourmet dog biscuits. 399 Grove St. (at Franklin); 415-861-2228; www.citizencake.com.

Subscribe Today: Home Delivery of USA TODAY - Save 25%

Advertisement



USATODAY.com partners: [USA Weekend](#) • [Sports Weekly](#) • [Education](#) • [Space.com](#)

[Home](#) • [Travel](#) • [News](#) • [Money](#) • [Sports](#) • [Life](#) • [Tech](#) • [Weather](#)

Resources: [Mobile news](#) • [Site map](#) • [FAQ](#) • [Contact us](#) • [E-mail news](#)
[Jobs with us](#) • [Internships](#) • [Terms of service](#) • [Privacy policy](#) • [Media kit](#) • [Press room](#)
[Electronic print edition](#) • [Reprints and Permissions](#)

Hotel Reservation Services: [Terms & conditions](#) • [Reservation questions?](#)

[Add USATODAY.com RSS feeds](#) [XML](#)

© Copyright 2007 USA TODAY, a division of [Gannett Co. Inc.](#)