

**RETAIL****Haute Hippie Opens First West Coast Store**

By Andrew Asch | Thursday, August 22, 2013

After establishing three stores in New York, **Haute Hippie**, a 5-year-old women's contemporary label, is headed west.

The New York-based brand signed a lease on Aug. 19 to move into **Sunset Plaza**, an exclusive retail district on Sunset Boulevard in West Hollywood, Calif., said Jay Luchs of **Newmark Grubb Knight Frank**, who brokered the deal.

Haute Hippie is renting a 1,725-square-foot space that had previously been occupied by jeweler **Phillip Press**. Press will move upstairs to another location in the building. Haute Hippie's Sunset Plaza neighbors will be the **Drybar** salon; homewares, fashion and accessories boutique **Tobi Tobin**; and the **Café Med** restaurant.

With Haute Hippie, there will be no vacancies at Sunset Plaza, said Francis Montgomery, president of **Montgomery Management Co.**, the owner of Sunset Plaza. "A new brand brings new energy and excitement," Montgomery said of Haute Hippie's store, scheduled to open at the start of the Holiday season.

Trish Wescoat Pound, the label's founder and creative director, and Jesse Cole, its chief executive officer, were both in Europe and were unavailable for comment by press time, according to an Haute Hippie representative.

Haute Hippie was founded in 2008 in Pound's one-bedroom apartment in Manhattan. The brand currently employs more than 50 people and runs New York boutiques in SoHo, on Madison Avenue and in East Hampton on Long Island.

The label is also carried by more than 300 retailers, including **Nordstrom** and **Neiman Marcus**. Recently, the company launched a brand of comfortable casualwear called **Haute Hoodie**.