



The best of nyc

★ **WE ASKED, YOU ANSWERED**

**OVER 700 PARENTS AND KIDS
TOLD US THE PLACES THEY
CAN'T LIVE WITHOUT IN OUR
FIRST-EVER READERS' POLL**

Manhattan may be in the midst of a baby boom, but lots of us still hear a little voice inside (or maybe one over the phone, from back in Missouri) questioning how on earth we could raise children in this big, bad city. Here's how: New Yorkers are perfectionists, and that means our kid-shops, entertainers, parks, playgrounds, museums and restaurants are easily among the best anywhere. Check out our 21 winners—your favorites—and we're sure you'll agree.

BEST tween clothing store

Winner Berkley Girl

"I've always enjoyed working with tween-age girls," says former teacher Jennifer Bruder, "and I've always wanted to own a store. So when I got the opportunity, I just took a chance." The gamble paid off: Bruder's popular boutique opened in 2002 and already has spawned a second Manhattan location. On the racks are in-demand brands like Juicy Couture and Ralph Lauren in sizes 7 to 16, plus a wide selection of accessories. But keeping the store's notoriously fickle customers happy isn't easy. "They have their own idea of what they want," says Bruder, who scours magazines to spot the latest trends. Recently, she's noticed a lot of interest in newly launched girls' lines from high-end adult labels like 7 for all Mankind and True Religion, whose kid jeans can run upwards of \$100 a pair. Watch out, parents.

- 1418 Second Ave between 73rd and 74th Sts (212-744-9507, www.berkleygirl.com)
- 410 Columbus Ave between 79th and 80th Sts (212-877-4770)

PHOTOGRAPH BY JUSTIN STAMBERG



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Berkley Girl