

ZAGAT

New York City
Shopping
2009/10

CELEBRATING 25 YEARS

From the Shopper's Point of View

Berkley Girl

E 70s | 1418 Second Ave. (74th St.) | 6 to 77th St. | 212-744-9507

W 70s | 410 Columbus Ave. (bet. 79th & 80th Sts.) | B/C to 81st St. |
212-877-4770

www.berkleygirl.com

"Great concept, great service, great products" gush groupies hooked on this Uptown pair, which stays wired into the latest tween "trends" by running frequent focus groups with local kids; girls go to town rifling through the racks of "cute" Monkey Wear party frocks, 7 for All Mankind jeans and "super-soft cotton" tees from labels like Splendid and Lemon, while their purse string-holding parents appreciate the "no-pressure" approach of the "sweet salesgirls."

25 | **22** | **21** | **E**