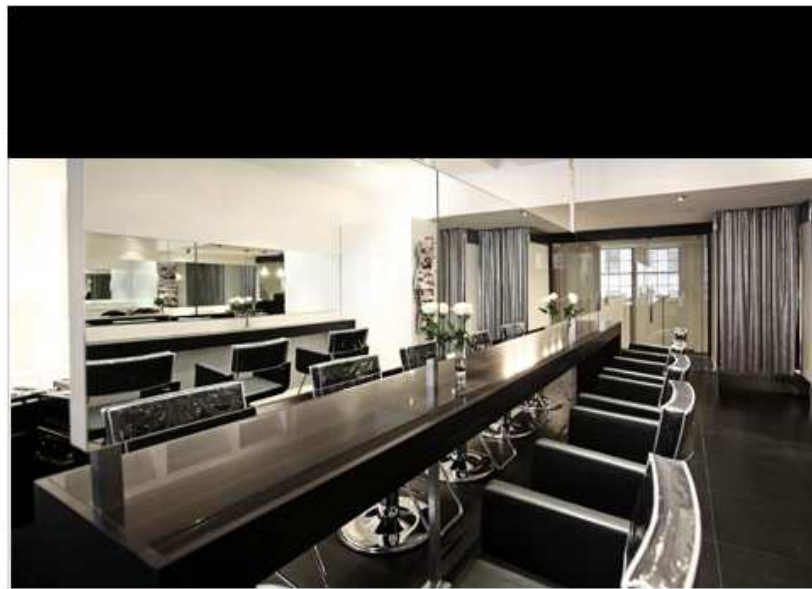




February 18, 2010  
Impressions: 215,444

## Shopping

New stores (February 18-24)



**Brad Johns Studio at Red Door Spa** Overpriced salons are a dime a dozen in our status-obsessed city, but getting your hair done by a celebrity colorist may be worth the moolah. At this studio, run by the head colorist from the Red Door chain, \$65 buys you a blowout, \$175 a shearing, and \$200 a custom dye job to complement your eye color and skin tone (a known specialty of Johns's). He'll also be selling his own baked-clay wall art, stamped with inspirational sayings (starting at \$150). 691 Fifth Ave at 54th St, seventh floor (212-546-0352, [reddoorspas.com](http://reddoorspas.com)). Wed-Sat 8am-6pm.

**High Horse Salon** Kristi Banister's Williamsburg salon resembles a Western barbershop, decorated with antiques, sepia-tone photos and deep mahogany. After a shampoo on the basement level, you'll be led up the spiral staircase to the ground floor, where Banister or stylist Alissandra Hipona will give you a wash-and-go cut (women \$60, gents \$40) or custom color (single process \$80). Mention *TONY* to receive 10 percent off all services through March 18 (first-time customers only). 103 Havemeyer St between Grand and Hope Sts, Williamsburg, Brooklyn (718-388-7703). Tue-Sun noon-9pm. Cash only.

**Less Less** At first glance, it may seem that this superstore stocks the same essentials as your local pharmacy. But step inside and you'll find brand-name apparel, cosmetics and housewares going for 30 to 70 percent off. The merch is neatly organized in well-lit, spacious aisles, making it easy to bargain-hunt for Chinese Laundry cross-body purses (\$14), men's French Connection henleys (\$12) and Oneida coral-patterned dinnerware sets (\$25). Mention *TONY* to receive 10 percent off everything through March 25. 150 W 24th St between Sixth and Seventh Aves (212-366-0380, [lesslessinc.com](http://lesslessinc.com)). Mon-Fri 8am-9pm; Sat, Sun 10am-7pm.

**Neal Mello** Williamsburg's newest vintage shop, named after its owner, offers a well-edited collection of timeless wares for men and women. The decor feels rustic: Garments hang off nautical ropes and pulleys, and are displayed against a backdrop of raw, salvaged wood from local scrap yards. And unlike other bank-busting secondhand stores, these duds are wallet-friendly: We found 1970s Pendleton wool shirts for \$40, peplum party dresses for \$50, and '80s ankle booties for \$40. Mention *TONY* to receive 20 percent off through February 28. 552 Grand St between Lorimer St and Union Ave, Williamsburg, Brooklyn (347-599-0977). Mon, Wed-Sun 11am-8pm.