

# Shop Talk: Fashion Fusion

Inside CWE's newest retail lounge—a hip combo of fashion, music and art.

BY GWEN RAGNO

> Music and fashion have long since gone hand-in-hand, so when **10denza** opened in the Central West End—branding itself as a “retail lounge” with an eclectic selection of clothing, accessories, tech, music and books—the concept seemed both novel and natural.

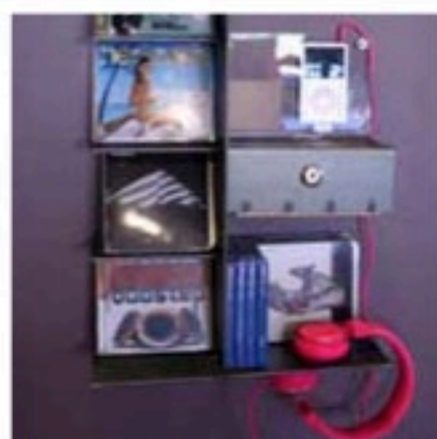
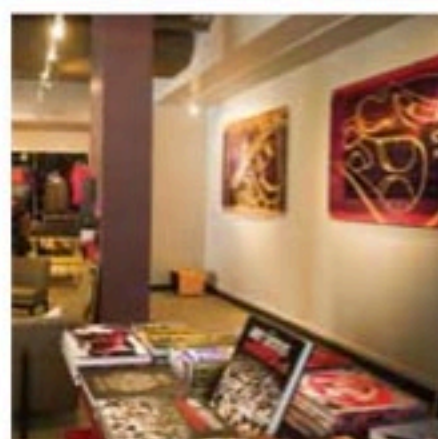
Instead of focusing on any one type of product, the shop is selling a lifestyle: “all the accoutrements of modern city living,” as owner Chris Lanter puts it. Lanter developed the concept after spending time in LA, New York, Miami and Paris, where such lounge-style shops have become quite popular. The key is creating a social experience—making it a place where people like to hang out rather than just exchange goods for tender.

**THE SPACE** is all modular—racks and shelves are on wheels, enabling staff to move things around to keep the space fresh. Chances are, it will look different each time you visit.

**THE MUSIC** makes the atmosphere. Five iPod listening stations are loaded with the latest electronica and edgy pop tunes, and the same music plays over the speakers in the store. There's also a fully-equipped DJ booth in the back, ready for spinning special events and private parties.

**THE GOODS** run the gamut, from casual-chic tops and dresses and hip sneaker lines like Alife and Pointer to jewelry and watch brands like Technomarine, Meister and Toywatch. There's also a respectable collection of coffee table books—covering subjects like pop culture, design, graffiti art and music, and personal tech gear like Urbanears headphones and iSkin laptop/tablet bags.

**THE ART** displayed on the back wall of the shop is not to be skimmed over. At the time this issue went to press, Justin Tolentino, a St. Louis-raised street artist with a bold, energetic style, was on display. Lanter plans to use the space to rotate in other local art and mini installations.



## Introducing the new Ex'treme Institute by Nelly

When Nelly came home to St. Louis in August to hold a benefit concert for Vatterott College, he announced his exciting plans to open a new recording school in partnership with the college. The school, located on Laclede's Landing, began enrolling students in October and plans to open this month for classes. We spoke with Executive Director Carl Nappa and CEO Pamela Bell to get the scoop.

The Ex'treme Institute offers non-degree programs for people who have a passion for music—whether as a hobby or professionally. Students will receive intensive hands-on training on state-of-the-art recording equipment, and will study the basics of studio production with some of the biggest names in the industry. The studio will be used regularly by visiting producers and artists, giving students the chance for valuable apprenticeship experience with seasoned professionals. In addition to music production, courses will be offered in graphic design to enable students to produce their own album art and websites. Nelly is reportedly a huge fan of the studio and plans to make frequent visits to the school.