

In the Strategist
The It's-Getting-Too-Damn-Cold Vacation Planner

OCTOBER 25, 2004

NEW YORK

**Jude
Cad
About
Town**

**His Alfie Moves to
Manhattan For
A Male, Big-Screen
'Sex and the City'**
By Ariel Levy

PLUS
**Our
Con
Man in
Kabul**

How Keith Idema
Faked Out CBS and
Random House with
His Fantasy War
By Stacy Sullivan

**W's Angry
White Flock**
By Richard Reeves

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STOREFRONT

OPENINGS

Downtown gets another dose of over-the-top luxury when **Great Jones Spa** opens on October 20 (29 Great Jones Street; 212-505-3185). Constructed according to *feng shui* principles, the 15,000-square-foot co-ed spa has a tranquil atrium with a three-story waterfall overlooking thermal hot tubs and a cold plunge pool. Treatments include the antioxidant men's facial (\$130), the five-step Sento treatment (\$230), and the colonic hydrotherapy (\$140). Expect celebs to jump on the bandwagon, but don't expect to see them: A VIP elevator leads to private locker and treatment rooms.

The **Yellow Door** has attracted shoppers to Midwood, Brooklyn, for nearly 40 years, but its high-end giftware and cutting-edge jewelry can be found at 4 Prince Street starting October 21 (212-274-0020). The Nolita branch skews younger and more contemporary, so expect to see costume jewelry from Alexis Bittar, Lee Angel, and Ben Amun. And Baccarat and Lalique will still be represented.

Barnaby Harris's yoga clothing shop began with a gag T-shirt birthday gift to his yoga-fanatic ex-wife. The store, **Fuck Yoga**, is opening a little over a year later, on October 18, at 132A Ludlow Street (212-995-9171). A sample inspirational saying: PRAYER AIN'T CUTTING IT, on tanks, sweats, and jerseys.

More notable openings: Silky knits and cashmeres at **Trust Fund Baby** (239 Elizabeth Street; 212-219-3600; October 24)—despite the name, everything is quite affordable (from \$45). And stylish Indian textiles and home furnishings at **Bungalow East** (30 Ericsson Place; 212-226-6825; October 21).

A.M.

