SUPPLY AND DEMAND

WITH THEIR NEW SHOP IN CDM, LAGUNA SUPPLY'S DANA MARRON AND LAURA HART ARE GIVING LONGTIME FANS A SECOND SPOT TO SOURCE UNIQUE DESIGNER GOODS.

By Michelle Pulfrey | Photography by Melissa Valladares

For the past seven years, Laguna Supply (lagunasupply.com) has been a cult favorite in the artsy town for staple pieces by hard-to-find designers, and the collections are carefully curated by industry vets Dana Marron and Laura Hart. But now, the retail doyennes have expanded their brand with a second shop, located just up the coast in CdM. Edgy fashionistas looking to up their day-to-day style can nab many of the same items for which the first outpost is known—like a Claire Vivier clutch—along with a selection of products from new labels, all handpicked for the enclave. Here, the duo shares what's in store.



Tell us about the design aesthetic: Did you want the new boutique to have its own vibe? DM: We feel it's important to be consistent. ... We love the simplicity, and lead have be also be and lead to the simplicity.

... We love the simplicity, and [we] let the clothing and accessories do the talking. Plus, the architectural feel of the building is a perfect fit.

And who's your customer?

LH: A woman who likes to see the latest trends in a small, curated setting. Someone who recognizes and appreciates the extra attention to detail and loves the experience of knowing we have her back and are looking out for her on our buying trips.

Will we find the same labels at both shops? DM: We use the 80/20 rule. Eighty percent will be the same, so customers who live in the Newport area can find the brands they've always loved but closer to home. The other 20 percent consists of new lines and a few that haven't been in O.C. as of yet. We pride ourselves on always trying to be the first to market with brands.

So, who should we be on the lookout for in CdM? DM:

Band of Outsiders, Agas & Tamar and Les 100 Ciels are three brands we are really excited about and already selling like crazy. We went to Paris for Fashion Week and found additional new lines for spring, so be on the lookout.

Speaking of spring, what are the staple pieces for the season? LH: Casual tresses and skirts are making

dresses and skirts are making a big comeback. Sneakers are, for sure, here to stay.

What about your individual style? DM: I love mixing patterns together. I cherish sneakers, dresses and skirts. If I had to define my style, it would be classic with a twist. ... I always try to have fun. LH: I have to say I'm a fan of the boyfriend jean. ... And I love 'man shoes.' Oh, and I have a small obsession for jewelry. My style is casual chic.

You opened Laguna Supply to spend more time with your families while still doing something you love. With a second boutique, is that still the case? DM:

Friends and family will always be No. 1, and we've gotten into the groove over the years regarding a good balance. The second store has been rewarding so far, and most of our employees have been with us since the beginning. We could not have done it without them.