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Design your own undergarments at the Web site spin-off of a local business; Top Design host Jonathan Adler slashes prices; and more great sales events (2/20/2007)

Sales Check

Chicago magazine's weekly roundup of retail sales, openings, events, and the latest must-haves.

By Rebecca Little

Custom Undies

Evlove Intimates, a local line of custom lingerie that launched in November, expands from its usual "party party" business to launch a Web site. The online design studio allows customers to pick the style, fabrics, trims, and appliqués for boy shorts, camisoles, bras, and chemises in nine styles. The interactive site allows customers to see their made-to-order skivvies while they build it, and the process is surprisingly fun. Your custom designs arrive in three weeks. Access the site at evloveintimates.com.

Top Sales This Week

Asian antiques outpost **Pagoda Red** (1714 N. Damen Ave., 773-235-1188; 902 Green Bay Rd., Winnetka, 847-784-8881) hosts a massive warehouse sale, a rare occurrence for the shop—this is just the third in 10 years. The sale will offer discounts from 20 to 80 percent off items such as hand-woven Tibetan carpets, vintage Chinese stone fixtures, garden stones, pottery, tables, and Chinese clothing from the 1930s and 1940s. The store is also giving away shards from pottery damaged during shipping, a great freebie is you happen to be creating a ceramic mosaic. The sale takes place offsite at 1753 North Damen Avenue (the former Running Away space), and parking is available behind the building. The sale runs Feb. 24th and Feb. 25th from 10 a.m. to 6 p.m.

Before Jonathan Adler became a reality television star (in Bravo's new *Project Runway*-meets-interior-design show, *Top Design*), he rose to prominence by turning a Soho-based pottery business into a national mini-chain of housewares stores specializing in his brand of upscale urban camp. The Chicago outpost of **Jonathan Adler** (676 Wabash Ave.; 312-274-9920) hosts a sale of discontinued items including pillows, pottery, and rugs up to 50 percent off through Feb. 24th. The sale also applies online at jonathanadler.com.

Late Breaking Sale: Hejfina (1529 N. Milwaukee Ave.; 773-772-0002) hosts a huge sample sale this weekend with everything marked down to \$25, \$50, \$100 and \$150.

The Best of the Rest

- Meet Orlando Espinoza at a trunk show at **Malabar** (1880 N. Damen Ave.; 773-321-6685) featuring the local designer's spring/summer 2007 women's collection on Feb. 23rd from 3 p.m. to 8 p.m. and Feb. 24th from 2 p.m. to 8 p.m.
- To celebrate President's Day, **Etre** (1361 N. Wells St.; 312-266-8101) hosts a sale through Feb. 22nd with 30 percent off the entire store. All sales are final.
- **The Golden Triangle** (72 W. Hubbard St.; 312-755-1266) hosts a customer appreciation sale from Feb. 21 through March 3, with 33 percent off marked prices. All sales are final.



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Chicago SHOPS

- **Neapolitan** (715 Elm St., Winnetka; 847-441-7784) opens at 10 a.m. on Feb. 24th, unveiling of its newly renovated space, expanded to make room for the boutique's larger accessory collection.
- **Revolver** (2135 W. Belmont Ave.; 773-832-4866) is currently offering half off a second pair of designer jeans when you buy one pair.
- **Coventry Eye Care** (2000 Central St., Evanston; 847-864-0300) hosts a trunk show featuring the 2007 collection from Lafont, a Parisian brand of eyewear and sunglasses, on Feb. 24th from 10 a.m. to 3 p.m.

Bits & Pieces

The **Mount Sinai Resale Shop** (814 W. Diversey Ave.; 773-935-1434) holds a progressive sale from Feb. 21st through Feb. 28th, in which each day a different category of clothing is discounted to \$1 per item. The sale excludes designer labels. ... **Neiman Marcus** (737 N. Michigan Ave.; 312-642-5900 x4016) holds a Marc by Marc Jacobs event with informal modeling and refreshments on Feb. 24th from noon to 4 p.m. on the third floor.

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See last week's column www.chicagomag.com

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