

# boutique bounty

FOUR NEW  
FASHION-  
FORWARD  
SHOPS

**SHOPPING** Part boutique, part gallery, **St. Petersburg's House of Ska** symbolizes a commitment to art and fashion in an area not normally recognized for either. Owner and designer Ivanka Ska conveys her uber-feminine style mostly with off-the-rack and custom dresses — casual and formal — plus blouses and skirts. A front window that rivals those found on Fifth Avenue, walls adorned with the eclectic work of local artists and fashion by local designers like Aleka Phoenix make it worth the trip. 727.822.7752, ivankaska.com

Downtown hipsters flock to **Redhead Lounge** in the heart of **Orlando's** newly branded and revitalized Ivanhoe Village for exclusive designer finds like Edun (created by Bono's wife) and Sworn Virgins. Aptly painted rouge walls provide the backdrop for vibrant dresses, jeans and jackets that just happen to go perfectly with the beaded jewelry created on-site by owner and proud redhead Erin Skalde. Complimentary Red Bull gives shoppers a boost as beaux relax in

cozy loungers with a cold beer and a copy of *GQ* (even a box of toys is on hand for moms with tots). Happy-hour Fridays and a steady stream of trunk sales make Redhead Lounge as much a hip hangout as a sweet place to shop. 407.893.6358, redheadlounge.com

Two cousins with two stylish **Coral Gables** boutiques just steps apart provide an endless number of reasons to shop at both. Start at **Savvy Girl**, where under high ceilings with antique chandeliers, pocket dresses and ruffled tops pay homage to vintage-inspired fashion. Call and request to be added to the store's guest list. Savvy Girl plans wine nights every other Friday that feature 15 percent discounts. Afterward, polish off your outfit with accessories from nearby **So Accesso Boutique**. With a vast collection of shoe designers like Miami-based Sergio Zolcer, this simple shop boasts little décor to detract from the multihued handbags and colorful metal jewelry. Savvy Girl, 305.665.9833, shopsavvygirl.com; So Accesso Boutique, 305.669.3085 — KRISTEN MANIERI



Orlando's  
Redhead  
Lounge

## virtual reali-tee

+ JACKSONVILLE

**GOLF** To experience the world's greatest golf courses, you could make costly pilgrimages to Scotland — or simply head to **Jacksonville**. At the city's new **Urban Golf Indoor Club**, players drive, chip and putt inside the game's most advanced full-swing golf simulators and play "rounds" on 56

different worldwide courses. Almost 700 sensors measure the spin, speed and trajectory of each shot and tack the ball flight onto virtual 3-D replications of such hallowed ground as Orlando's Bay Hill. A single round takes a mere hour (a foursome typically plays in two to three), and simulated conditions