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Last Call | Katherine Hooker's Pretty Pop-Up

By [AMY EPHRON](#)

Sleek, minimalist, elegant yet cozy and inviting at the same time. Tucked into a little storefront on Thompson Street in the chic art/tea/fashion triangle of New York City's SoHo, the bespoke British designer Katherine Hooker's clothing shop blends into the landscape as if it's been there forever and is here to stay. But neither of those things are true. In some takeoff of Chef Ludo-meets-fashion, Hooker's first ready-to-wear line and first storefront is a pop-up and will be open in New York only through Saturday.

The offering is a true mix of sleek and cozy, with rough-hewn fingerless mittens and scarves that will keep you warm, winter coats that will entice you to go out "at night" (which is different from dinner) or dress for lunch just so someone can catch sight of you stepping into the back of a cab. Inside the shop, the racks are at an angle and each piece of clothing is hung inches from the other so that each is displayed like a work of art. The tailoring is exquisite, traditional and oddly modern — not surprising that she's one of Kate Middleton's faves. Hooker herself is disarming. There's a down-to-earth quality about her, as if she'd be as much at home barefoot on a beach as she would on the streets of London, and an intensity to the way she stares at you when you try something on, as if she could pull a pin out of her hair (and she could) just to make a tiny adjustment because she has the air of a perfectionist and the background of made-to-order, which is still the core of her business. And the whole time you can't help wishing that she'd invite you over for tea.

Some of the wools are a little rough, the English in her, but feel fitting for the times. And just to add to the charm, every jacket has a name. The Tallulah is brilliantly cut, a sleek, trim, traditional, attitudinal statement that could be worn with jeans. The Baseball Jacket, as its name implies, makes you look like you're game for anything (including a job interview) because she's designed it to suggest the kind of confidence that would give the impression that you can catch a ball, or already have. They are a little pricey but the quality is such that they'll last for years and the simplicity and tailoring is of a sort that won't go out of style anytime soon.

Katherine Hooker, 98 Thompson Street, is open through Saturday. Go to katherinehooker.com. Amy Ephron is the author of "[Loose Diamonds ... and Other Things I've Lost \(and Found\) Along the Way](#)" (William Morrow), which was previously [excerpted in T](#).

This post has been revised to reflect the following correction: Correction: December 15, 2011 An earlier version of the post had the wrong address for the pop-up shop. It is 98 Thompson Street, not 102 Thompson Street.