

MANHATTAN

A woman with dark hair styled in waves, wearing a vibrant red, one-shoulder, strapless dress and large, dangling, multi-strand tassel earrings. She is looking directly at the camera with a neutral expression. The background is a blurred city skyline with tall buildings under a bright sky.

NIGHTLIFE HEATS UP

Where to Dine, Drink & Dance Now
Karaoke Gets a Luxe Makeover
Bottle Service in the Library?!

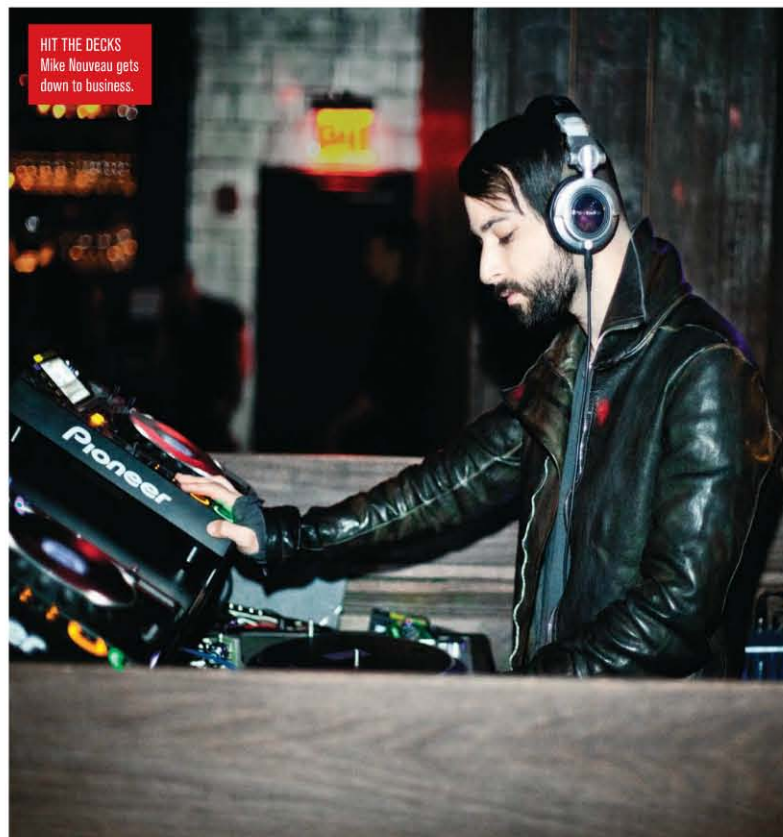
+PLUS

Meet Bloomberg's Neighbors
Marcus Samuelsson Dishes
Style Goes Graphic

CLASSIC MEETS COOL
EMILY BLUNT

Best Suds

NYC's latest microbrewery officially started when two roommates began experimenting with home-brewing kits in their East Village apartment. Now Jeff Simon and Jason Yarusi, of **Alphabet City Brewing Co.**, are busy cranking out kegs of their Easy Blonde ale to some of the hottest restaurants in New York, including Gabe Stulman's Fedora and his latest venture, Perla, on Minetta Lane. Look for a brewpub from the duo when they "find the right fit" in the East Village or ABC.



HIT THE DECKS
Mike Nouveau gets down to business.

LISTEN UP

Fashionably Late

The fashion crowd knows cool, so when designers such as Marc Jacobs and Prabal Gurung, and magazines like *Purple* and *Dazed & Confused*, began hiring **Mike Nouveau** to spin at their parties, he unofficially became the most sought-after DJ in town. "Fashion parties are my favorite

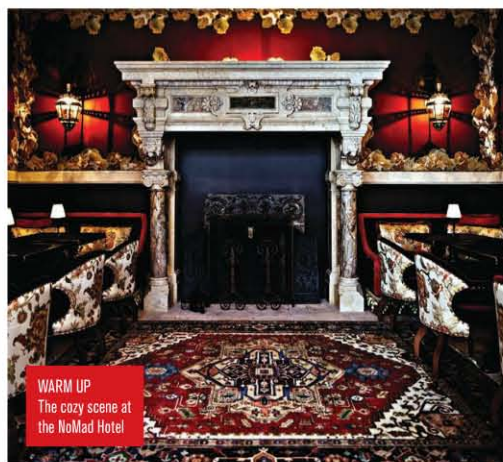
because they're the most fun," says the 28-year-old, who took the plunge and embraced his after-hours gig when he got laid off from his day job about three years ago. Now he's regularly booked to play Fashion Week events in London and Paris, plus local clubs like Electric Room and PH-D, at the Dream Downtown, and his venue of choice, the Soho Grand. Nouveau can't quite explain the secret to his success. "At the end of the day," he says, "I think it's just a popularity contest."

HOTELS

Beyond Room Service

Hotelier André Balazs recently acquired the former Cooper Square Hotel and converted it into **The Standard East Village** (25 Cooper Square, 212.475.8200). The hotel sits on the ultra-hip Bowery, and Balazs is planning a revamp certain to be a hit with the see-and-be-seen crowd. A few blocks uptown, in the Flatiron District, is the new **NoMad Hotel** (1170 Broadway, 212.796.1500), set in a gorgeous, 1903

Beaux-Arts tower. Developed by the team behind the nearby Ace Hotel, the NoMad was designed to feel like a Parisian apartment. It's also home to a new restaurant from the award-winning owners of Eleven Madison Park, Daniel Humm and Will Guidara. Their latest venture, NoMad, offers a unique spin on bottle service in its library: a bar cart with your choice of spirit and bartender-approved mixers.



WARM UP
The cozy scene at the NoMad Hotel