

Goop, M.Gemi and Elizabeth and James Are Popping Up in the Hamptons

The late summer shopping scene on the East End is really heating up

By [Dena Silver](#) • 06/29/17 8:30am



Inside Goop MRKT. Courtesy Goop

Summer is heating up, but is your wardrobe following suit? If you're spending weekends in the Hamptons, we certainly hope so.

While we've already reviewed [where you should be shopping all summer long](#), a few new boutiques are now opening up, from Southampton to Montauk. From Gwyneth Paltrow's highly anticipated Goop MRKT to Mary-Kate and Ashley Olsen's Elizabeth and James pop-up, which will be hosted within Love Adorned, to Sugarfina's chic candy boutique, there's some shopping here for everyone, even the boys.

Goop MRKT



Gwyneth by the beach, in Goop. Instagram/Goop

Have you ever wondered how [Gwyneth Paltrow](#) shops out East? Her [Goop](#) pop-up should give you good idea. The Amagansett shop is housed in a 100-year-old cottage with design features by Charles & Co. (they whip up the interiors at [Soho House](#)) and gardens by Miranda Brooks (she tends to [Anna Wintour's](#) roses). [Stock up on carbs and potted herbs from Eli Zabar](#), striped t-shirts from [La Ligne](#), dresses from [Goop's in-house label](#), face cream by Organic Pharmacy, bikinis from Rochelle Sara and picture frames from Framebridge.

145 Main Street, Amagansett

Open from July 1 to August 20.