



Gwyneth Paltrow is simply full of great ideas

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Artisan bread, anyone?

AND so to the Hamptons, the summer playground of a subset of the rich and famous who prefer a short helicopter ride over a trying transatlantic flight by private jet.

A galaxy of celebrities summer in the Hamptons, Gwyneth Paltrow among them.

Over the years we've had to make do with the occasional Instagram post from Gwyneth to get a glimpse beyond the velvet rope but now in an act of philanthropy not seen since, well, since ever, Architectural Digest has shone a light on G's summer jam.

The respected magazine offers a bounty of insights including a peek inside Gwyneth's pantry. Reader, all that steaming has done wonders because it is as tidy and as organised as you would expect from Lady Goop.

Boxes of pasta are in white woven baskets, reusable paper bags are in larger white woven baskets, powders are in glass jars and bottles of water have a shelf to themselves.

Architectural Digest helpfully notes that Gwyneth hired organisational experts Joanna Teplin and Clea Shearer to get her pantry ship shape. Money for old rope.



thehomeedit East Hampton, New York
Organizing @gwynethpaltrow's Hamptons house was the most fun few days of our life. And working on her pantry to get it ready for summer was a highlight! We went with white, wood, and glass products to hold the essentials while keeping it light and airy. Products are linked on our shop page [thehomeedit.com/shop]! Just click the image under "shop the feed" - or scroll down to shop all our favorite products by category. // You can also shop via screenshot using the new @liketoknow.it app // http://liketk.it/2rBXY #thehomeedit #pantry #organization

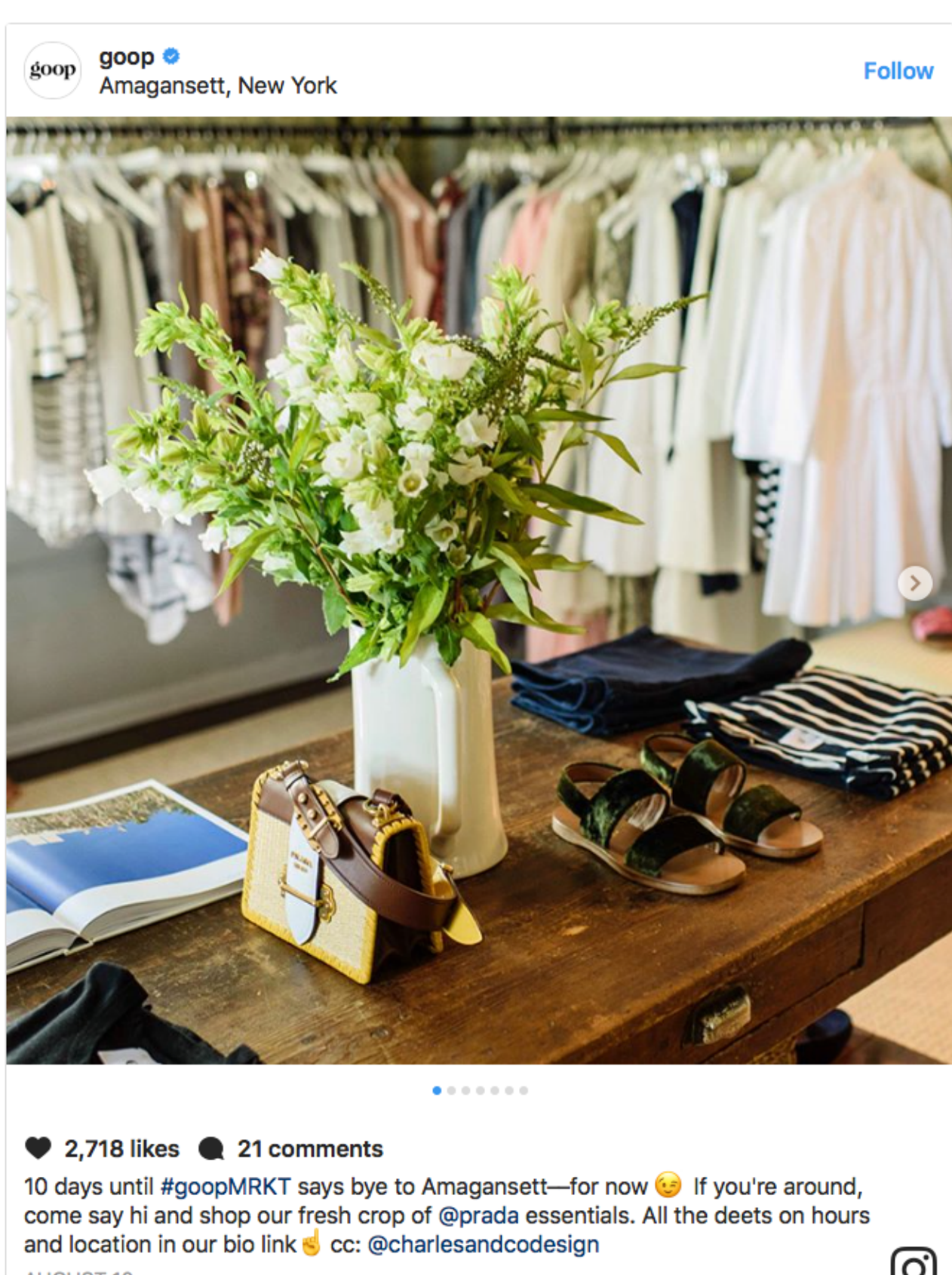
Anyhoos, this summer Lady Goop has a new project, a pop-up shop in the East Hamptons and the magazine has the inside track.

Allow shop designer Vickey Charles to set the scene: "When I first talked with Gwyneth she wanted me to bring the farm aesthetic of Cornwall to the Hamptons.

"The village store there sells everything from a stamp to an ice cream. Even my hometown in England only has one store, so it made sense for me. You get used to that vibe."

Now you're wondering whether it looks like a Mace or more like a Tesco Express and Sleeb Safari can tell you that it's a million miles from either. It's a multi-roomed shop with exposed oak beams that looks invitingly like the house Sleeb Safari would like to live in.

There's one table with food and the rest of the Goop Mrkt is stocked with a random but artfully displayed selection of hats, baskets, watering cans, deckchairs, swimwear, gardening gloves, throws, cushions and linen napkins.



goop Amagansett, New York
10 days until #goopMRKT says bye to Amagansett—for now 😊 If you're around, come say hi and shop our fresh crop of @prada essentials. All the deets on hours and location in our bio link 📍 cc: @charlesandcodesign

According to Goop's creative director Brittany Pattner one room, inexpicably called the "mudroom", was inspired "by a room in an English cottage, where you can just kick off your wellies and store your gardening tools?"

Erm...?

Shoppers can pop in to stock up on tomatoes "grown in the outdoor garden" and bread from Manhattan bakery Eli Zabar which is baked and delivered daily.

Sleeb Safari likes the idea that the artisan sourdough ends up in the reduced section with a 10p sticker on it at the end of the night.

But back to Brittany for the final word on the higher purpose that the Goop Mrkt serves.

"It's all about the easy, breezy life you live out here. We wanted to create a really holistic experience of not only curating products, but also providing the right context for those items."

If you want to visit Lady Goop's pop up you need to hurry because it closes for good this Saturday. Be sure to pick up something nice for Sleeb Safari in the closing down sale. Remember, everything must go.