



TRIBEZA

AUSTIN | NO. 7

## TRIBEZA Pick

smart shopping in austin

**ADELANTE**

26 Doors Shopping Center  
1206 W. 38th St., # 4104  
(512) 452 5322



Photography by Chris Patunas

What began as a family business in San Antonio 30 years ago has since become a central shopping destination off 38th Street and Lamar. Owner Tricia Roberts's mother started the San Antonio atelier, which sold Mexican imported dresses, pottery, and silver jewelry in the 1970s. Roberts went on to expand to Austin, opening this boutique of the same name in the 26 Doors Shopping Center.

For more than a decade—the boutique just celebrated its 15th anniversary—the shop has been a bustling stop for folks on their way to pick up dinner at Central Market, those on the way home from work at one of the nearby medical centers, and regular customers who come by the airy boutique to browse the flowing dresses by Ella Moss, bohemian sweaters and jackets by Free People, chic pieces by French Connection, and top-grain leather totes by Sabina Handbags.

Adelante's sunny interiors can be attributed to the glass storefront and Roberts's love of all things luminous. "I love light and I love windows," she says. Roberts, along with Cush Cush Design, painted the walls a fresh-looking

ivory and jazzed the place up with vintage-inspired foil wallpaper. "It's got kind of a glam, seventies look," she muses. Though the shop carries up-to-the-minute fashions, Roberts gives a nod to her ardor for "anything old" with a considerable collection of vintage cowboy boots, smartly displayed near the jewelry racks.

After you've tried on your quota of those worn-in leather classics, be sure to check out Adelante's array of fun baubles and earrings. This fall brought 10 new jewelry lines to add to the collection, including Sophia Forero and the local I-Rok Gems by Kori Jones, which feature Venetian blown glass and precious stones. Though Adelante stacks the racks with national and international designs, Roberts weighs in on supporting the community as well. "I've been trying to focus on Austin more and feature local artists," she explains. So much so, in fact, that December is local artist month; while you're in the store, you'll be able to admire paintings by Austin artist Kristin Peterson, on display through December 31. **K. Bernstein**