

# Where You'll Find the Cool Kids

Skip Market Street tourist traps and head straight to the spots that locals are obsessing over.

## COFFEE & PASTRIES

**CRAFTSMAN AND WOLVES**  
Award-winning French fare keeps food fans flocking to CAW's Valencia Street digs. Pick a special like the Rebel Within—a savory cake holding a soft-cooked egg—from the 20-foot pastry case, and get a cup of Highwire Coffee's local roast.  
746 Valencia St.; 415-913-7713.

## ICE CREAM

**SMITTEN**  
Scoops are churned to order using liquid nitrogen and seasonal ingredients from NorCal farms (try

strawberry white balsamic) at the Hayes Valley hub. New shops open in the Mission and Marina this summer.  
432 Octavia St., IA; 415-863-1518.

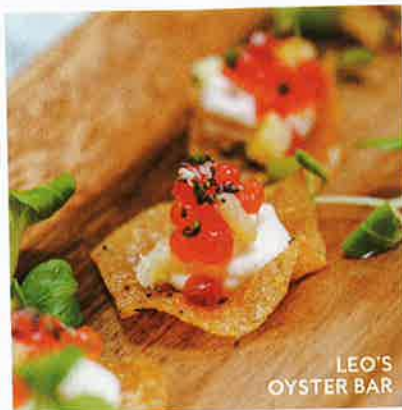
## LUNCH

**THE MARKET**  
Located in the building that houses Twitter HQ, the 22,000-square-foot space abounds with gourmet bites (oysters, sushi, tapas) and city mainstays such as Blue Bottle Coffee, Doughnut Dolly, and Project Juice.

1355 Market St., Ste. 100; 415-767-5130.

## HOTEL

**HOTEL ZEPPELIN**  
Come to this Union



LEO'S OYSTER BAR

Square hideaway to soak up counter-culture vibes. Listen to vintage record players, sip Sightglass coffee, and play Skee-Ball in its game lounge—or explore the city on Martone bikes.

545 Post St.; 415-563-0303

## SPA

**INTERNATIONAL ORANGE**

This tranquil spot boasts exclusive treatments featuring In Fiore's small-batch skin care. Bamboo gardens and private yoga complete the zen-like feel. Take a ferry to its just-opened Larkspur location, which has sweeping bay views, for the ultimate escape.

2044 Fillmore St., 2nd Floor; 415-563-5000.

## DINNER

**LEO'S OYSTER BAR**  
Belly up to the Champagne bar, order decadent seafood toasts, and gaze at the

Murano-glass fish figurines at this '50s-glam-style FiDi eatery from the people behind S.F.'s Park Tavern.

568 Sacramento St.; 415-872-9982.

## BARS

**PAGAN IDOL**  
Solidifying the city's Polynesian pop revival, this tiki bar is kitschy, classic fun. Grab a mai tai and settle into a ship's hull in the immersive Captain's Quarters room, then let an erupting volcano welcome you ashore.

375 Bush St.; 415-985-6375.

## WHITECHAPEL

With the largest selection of gins in North America (400), there's a pour for every palate. The picture-perfect underground train station design is accented with Reclamation Etchworks bottles and intricate Victorian moldings.  
600 Polk St.; 415-292-5800.

## MAKE THE TRIP

### OAKLAND

Hop a BART train to check out some of our favorite shops across the Bay.



### ATOMIC GARDEN

Find locally made textiles, cards, and other goods fit for a Bay Area lifestyle (from sage bundles to hand-carved coffee scoops) at this North Oakland go-to.

5453 College Ave.; 510-923-0543.



### EARTHSHIP

Pick up some unique gifts at Earth Tu Face's first apothecary, where its natural skin-care offerings are handcrafted using medicinal plants.

4609 Shattuck Ave.; 510-922-1768.



### ESQUELETO

Layer on owner Lauren Wolf's own line of contemporary jewelry and discover unusual objets d'art (shark teeth, fossils) at the gallery-like boutique.

482 A 49th St.; 510-629-6216.



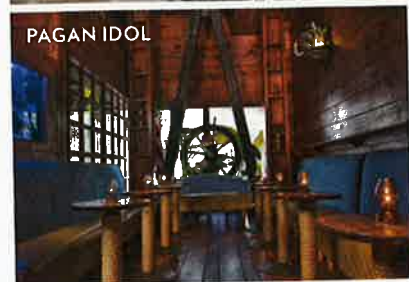
### UMAMI MART

Inspire bar-cart envy with beautiful tools (gold shakers!) as well as rare beers and sakes from this Japanese kitchen shop frequented by restaurant pros.

815 Broadway; 510-250-9559.



THE MARKET



PAGAN IDOL