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Welcome to the Fan Pier, Louis.

by Simone Press

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Ahhhh... the scent of high fashion is permeating its way to Fan Pier on Boston's Waterfront and it's all because of one store: Louis.

No, Not that one! You'll remember this Louis from its super-fab location on Newbury Street but the store is taking the leap - and forgive the pun - but diving into a new location on Boston Harbor - specifically Fan Pier. This whole Fan-Pier one day hopes to end up being an upscale, residential community - spanning about nine residential blocks - and include a 5-star hotel, several restaurants, a six acre marina, as well as about two million square feet of LEED certified office space. Boston is basically trying to do what New York City did a few years ago with its waterfront which eventually became the ridiculous and fantastic Chelsea Piers -- make it grand and luxurious.

Louis - one of Boston's renowned fashion retail spots - is the first big attraction to open at Fan Pier. And, it promises to be more than just a store. It also includes a new restaurant called Sam's which serves casual yet upscale food on the top floor. Think Bistro + New American and under 20 bucks, too! Sam's is a totally gorgeous space... very airy, with great views of the harbor.

Anyways, now to Louis' opening party which was quite a success. The usual suspects were in attendance - you know public relations people, socialites, suburban types who buy the kinds of stuff sold at Louis as well as fashion/style/Boston people -- but the vibe was casual, fairly relaxed and it lacked the usual stuffiness.

Plus, there were surprisingly many guests who decided to bring their kids to tag along at the fab fest. I was at the party from about 7:00 for about an hour or so and I saw at least six children enter - including one really fashionable looking teenage boy (probably 13 years old) who was rocking neon green skinny jeans. Crazy.

Now, fashion events usually don't serve a ton of food (duh!) but there was no lack of food at the Louis' opening and that's probably thanks to the fact that Sam's is opening and the owners wanted to flaunt the kitchen's abilities. There were delicious looking chicken wings, fab croque monsieurs being passed around as well as grilled corn with cheese, pork belly skewers along with other lovely noshes. On the main floor - there were passed as well as some served apps.. while on the second floor (where Sam's is located) I spotted Erin Byers Murray (the lead lady of Island Creek Oysters) shucking away and serving the fresh little morsels to dozens of guests.

As for the entertainment - there were gymnasts flying from the ceiling but the best part was admiring the fashions of various guests. Lots of platform heels, bright colored tunics/dresses, and slinky dresses covered by form fitting jackets. It was a rainy night, but puhlease, that didn't stop Boston's boldest and brightest don their best outfits for their night out on the town.

All in all - the event was well produced and lots of fun! There was no chaos plus the drinks were AMAZING and thanks to Grey Goose included a pear/grapefruit martini along with a lovely, refreshing raspberry martini complete with a floating berry...

Even if your wallet can't really handle making a purchase at the new Louis store - it's definitely worth a trek out to Fan Pier even if it's for a view out their grand windows!