

The Modern Department Store

What began as a small room of handsome gifts and goods (many with a cheeky wink), within the studio of Greg Walsh Interior Design in the mid-'90s, has carefully (and masterfully) evolved into a full-fledged department store. Now **MartinPatrick3** occupies more than 20,000 square feet, just a few blocks from its original home in the North Loop district. This month, the story continues with a recent expansion and even more goodies to explore. If you haven't yet stepped inside this retail marvel, take a mini tour with us. 212 3rd Ave. S., Mpls., 612-746-5329 **BY JAYNE HAUGEN OLSON**

Home decor and lounge-worthy furniture abound here. The mix is urban, masculine, and glamorous. Plus, an interior design studio and brand vignettes from Jonathan Adler and Ligne Roset anchor the offerings.

- A full range of suiting features collections from brands such as Hickey Freeman, Canali, and Boglioli.

Everyone's a VIP here (including some major A-listers), so a private lounge is a must for fittings and private shopping.

- Drinkware, cocktail accessories, and on-point host gifts, plus the Apology area featuring items "for her—from him."

- The Backstage Room is filled with such edgy rock labels as John Varvatos, Belstaff, and Moncler.

- It's always swim season somewhere. Beach label Orlebar Brown is in stock year-round.

- Sprinkled throughout the store are works from local artisans including Julia Knight, Mark Herman, and Stephanie Dillon.

The "South Side" features refined sportswear from James Perse, Theory, and Bonobos, as well as tailored, fine Italian brands ISAIA and Brunello Cucinelli.

- On-site alterations, and a super swell barber shop (5 chairs!) from Marty's Styled by Jon Charles, categorizes MP3 as full service.

- Luxe brands Etro, Lanvin, Maison Margiela, and Pal Zileri are the best money can buy.

- Satellite boutique, The Loupe by JB Hudson, offers a curated collection of men's jewelry and watches.

Co-owners Greg Walsh and Dana Swindler oversee a staff of 38 buyers, sales associates, visual merchandisers, and interior designers.

A display table that converts to a fashion runway!

The "North Side" is all about casual sportswear, including T-shirts, flannel, ball caps, messenger bags, and a denim emporium. Plus, find anchor brand Rodd & Gunn, deemed "New Zealand meets Americana."

A vintage register, that only accepts, yep, cash.

- Thanks to a new cigar and tobacco license, you can nab a 'gar.

- You won't find a cosmetics counter. Instead, there's a generous selection of fragrances and apothecary.

- Sneakers! A trend so strong it's earned its own salon.

"Todd's desk." Seems everyone knows salesman Todd Flinger.

