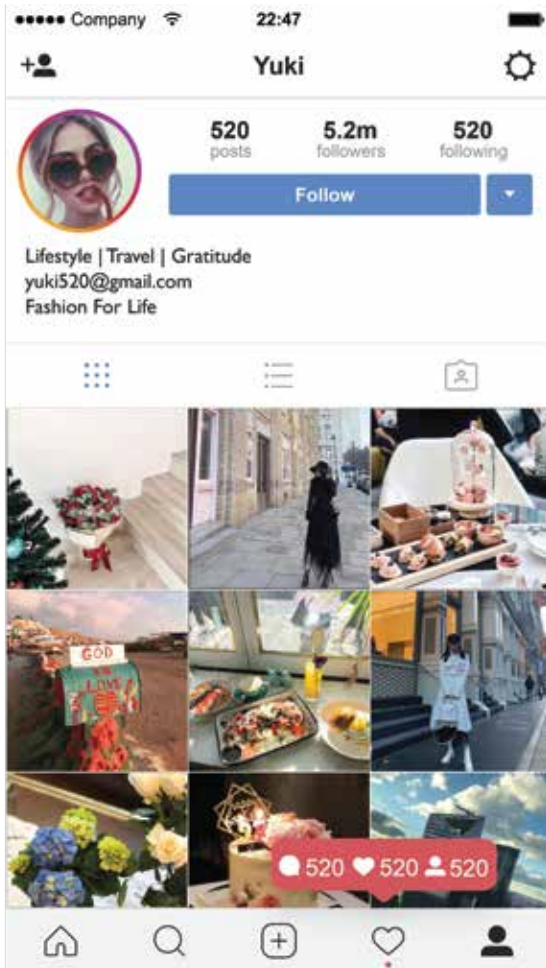


## Fashion for life in SoHo...

Yuki is a fashion icon on Internet. She has five million followers on Instagram. Today, she wants to go to SoHo to find something new for her daily wearing display. She arrives the Soho block, walking directly into a clothing store named Venchy. This store is full of clothes and accessories of Normcore styles, a contemporary fashion trend marked by simple design and pure colors like white, grey and black. Yuki picks a pleated silk blouse, and continue to find other fashionable things.

Mikimoto is always Yuki's favorite store on her list of must-go stores in this Soho district. This time is no exception. She goes into the store; the sale that she is already familiar showed her the latest designs, but she is attracted by a bracelet with only one pearl on it. Yuki wants to wear this piece of minimalist design with her black and white items for an on-trend look. She got this bracelet and continue shopping.

On her way back, she pauses to window-shop at several fashion brands, materializing the daily wearing clothes she is going to post on Instagram. She wants to share her life attitude of placidity with her followers through the simple but chic wearing.

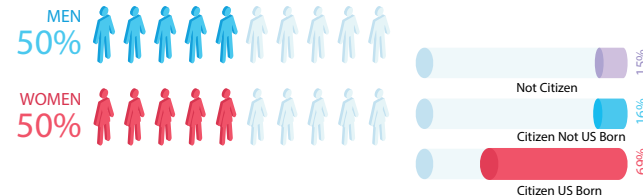


## Walking down the streets in SoHo...

In Yuki's heart, SoHo is defined as a modern "Gallery" of art, history, and fashion. Walking down the street, SoHo is such a fabulous place for Yuki to embrace the art atmosphere that street artists passionately express their enthusiasm for arts.

While Yuki is exploring in SoHo, she notices there are more walls than windows and doors, and there are lots of cast-iron buildings in this area. The most important thing Yuki learned is that cast iron is exceptionally strong. Although it was first used in the 5th century BC, it wasn't used in buildings until the Industrial Revolution. Most of the buildings were for manufacturing or department stores, built before electricity was invented. Yuki also notice that the street signs in SoHo are brown, not green like standard street signs. This is because a large section of SoHo is a historic district, designated by the Landmark Preservation Commission in 1973.

Yuki did some search online. The population in SoHo area is divided evenly in half, there are 50% of males and 50% of females. There are about 69% of U.S. citizens live in SoHo, 16% are citizens were not born in the U.S., and 15% are not U.S. citizens.



## Exploring the sweetness in SoHo...

While shopping in SoHo Yuki would like to go to Cha Cha Matcha, it is a cafe specialized in making matcha products such as drinks and ice cream, for resting. Buying a delicious match ice cream always can make her day. However, not only the delicious dessert they serve make Yuki likes there, the baby-pink color on their walls, tables, and cups always give her a positive mood.



Cha Cha Matcha: 373 Broome St, New York, NY 10013



Housing Works Bookstore Cafe: 126 Crosby St, New York, NY 10012

Around noon, Yuki usually would go to the Housing work bookstore, a combination of bookstore and cafe together, it is such the best place to crash into for some alone time. People there are very quiet and focused on their readings. Whenever Yuki there, she would have her favorite latte and get a book, sitting by the window, enjoying the pleasure of reading.



NOMO Kitchen: 9 Crosby St, New York, NY 10013

Yuki is good at looking for different good restaurant because she likes hanging out with friends and having brunch with them to release the tiredness of the week. She likes going to NoMo Kitchen which is a American, breakfast, and, brunch that located in Soho. Her favorite dish there is Caramelized Banana Ricotta Tart, the sweetness of the combination of caramel and banana can make Yuki forgets all her worries.