



nileGUIDE

ALL YOU NEED TO PLAN YOUR PERFECT TRIP



Michael in Flagstaff, Arizona

The Best San Diego Style

San Diego, Carlsbad, La Jolla, 3 Days

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Guide Description

AUTHOR NOTE: For a weekend away in San Diego, there is a lot to find hidden between some of the cliché retail chains. Sure, it's a great city chock full of some of your favorite shops, but with funky neighborhoods, your best and most unique purchases will likely be found amongst the natives. Shop San Diego style fun for family, husband, friend or yourself in the area's most adorable and well known districts. The best San Diego style is one you create on your own, with finds from NileGuide to help you on your way.

Itinerary Overview

things to do
restaurants
hotels
nightlife

Day 1 - San Diego



Fashion Valley Mall

Mission Valley's top mall



Mission Valley Center



Bloomingdale's

A high-end shoppers haven



Nordstrom



Macy's



Gordon Biersch Brewery Restaurant - San Diego

Fresh Brews and Food

Day 2 - San Diego



Isabel's Cantina

Fusing Asian and Latin cuisine



Bazaar del Mundo

International shopping



Urban Solace

An urban haven in North Park



Hunt and Gather

Vintage clothes & records

Day 3 - La Jolla, Carlsbad



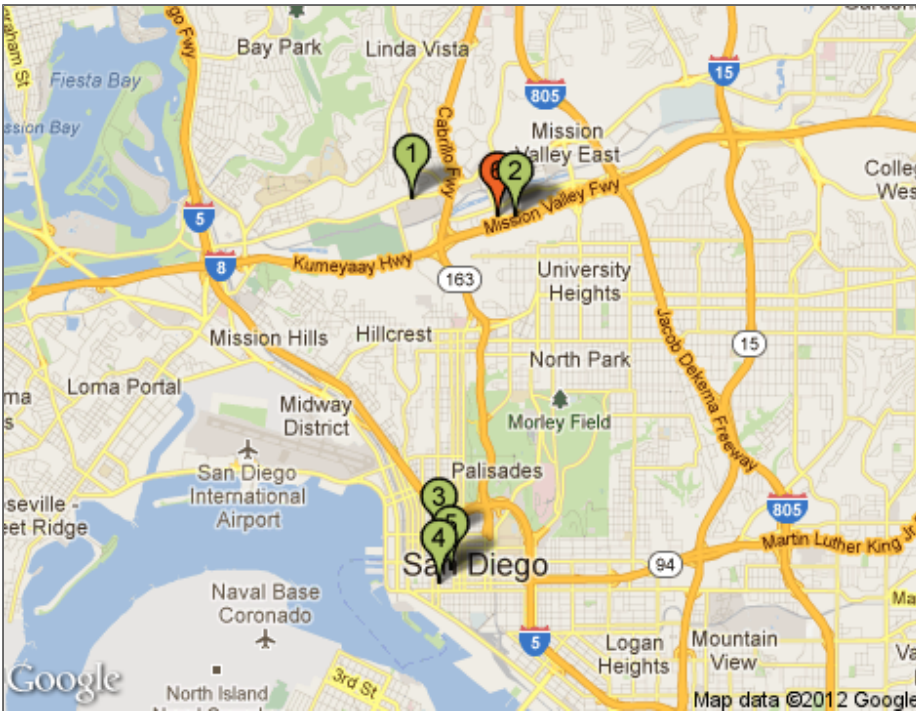
Capricorn Boutique

Bird Rock's designer haven



Carlsbad Premium Outlets

Day 1 - San Diego



QUICK NOTE

contact:

tel: 619-688-9113
<http://www.simon.com/MALL/MallDirectory.aspx>

location:

7007 Friars Rd
San Diego CA 92103

1 Fashion Valley Mall

DESCRIPTION: The Mission Valley corridor, running east-west about 2 miles north of downtown along I-8, is where you'll find San Diego's major shopping centers. Fashion Valley is the most attractive and most upscale, with six anchor stores: **JCPenney, Macy's, Neiman Marcus, Nordstrom, Bloomingdale's,** and **Saks Fifth Avenue** (most of which keep extended hours), plus some 200 specialty shops and an 18-screen AMC movie theater. Other noteworthy shops include **M.A.C, Louis Vuitton, Burberry, Tiffany & Co., Max Studio, Z Gallerie, Smith & Hawken,** and **Bose**. Open Monday to Saturday 10am to 9pm and Sunday 11am to 7pm.

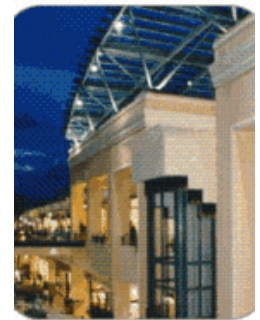


Photo courtesy of Fashion Valley Center

contact:

tel: 858 558 2262
<http://www.amctheatres.com/>

location:

1640 Camino del Rio N
San Diego CA 92108

2 Mission Valley Center

DESCRIPTION: This old-fashioned outdoor mall predates sleek Fashion Valley and has found a niche with budget-minded stores such as **Loehmann's, Nordstrom Rack,** and **Target;** you'll also find **Macy's Home & Furniture, West Elm, Sport Chalet,** and **Bed Bath & Beyond**. There's a 20-screen AMC movie theater and 150 other stores and places to eat. Across from the center to the north and west are separate complexes that feature Saks Fifth Avenue's **Off Fifth** (an outlet store), **Borders,** and more. Open Monday to Saturday 10am to 9pm and Sunday 11am to 6pm. © Frommer's



Photo courtesy of AMC Mission Valley 20.

contact:
tel: 619/610-6400
<http://www.bloomingdales.com/>

location:
7057 Friars Road
San Diego CA 92101

3 Bloomingdale's

OUR LOCAL EXPERT SAYS:

Get a big city treat at the retailer's restaurant, where moderately priced food meets chic ambiance

DESCRIPTION: This venerable department store, founded in 1872, made its way to San Diego and the upscale Fashion Valley mall in 2006. Designers like Tommy Hilfiger, Donna Karan, and Ralph Lauren got their first big exposure through the chain, which operates 40 stores around the country. The store's cafe, **59th & Lex**, offers a full menu. Open Monday to Saturday 10am to 9pm, Sunday 11am to 7pm.



Bloomingdale's

contact:
tel: 619/239-1700
www.nordstrom.com

location:
San Diego CA 92101

4 Nordstrom

DESCRIPTION: A San Diego favorite, Nordstrom is best known for its outstanding customer service and fine selection of shoes. It features a variety of stylish fashions and accessories for women, men, and children. Tailoring is done on the premises, and there's a full-service restaurant on the top floor. Nordstrom also has stores at Fashion Valley Center, University Towne Center, and North County Fair (Escondido), and there's an outlet store -- Nordstrom Rack -- in the Mission Valley Shopping Center. Open Monday to Friday 10am to 9pm, Saturday 10am to 8pm, Sunday 11am to 7pm. © Frommer's



Photo courtesy of Nordstrom

contact:
tel: 619/231-4747
www.macys.com

location:
San Diego CA 92101

5 Macy's

DESCRIPTION: This comprehensive store has a number of local branches, carrying clothing for women, men, and children, as well as housewares, electronics, and luggage. Besides downtown at Horton Plaza, Macy's also has stores at Fashion Valley Center, two in Mission Valley Center (including a housewares-only store), University Towne Center La Jolla, Carlsbad, and North County Fair (Escondido). Open Monday to Friday 10am to 9pm, Saturday 10am to 8pm, Sunday 11am to 7pm. © Frommer's



Photo courtesy of Macy's

contact:
tel: (619) 688-1120
fax: +1 619 688 1132
www.gordonbierschrestaurant.com

location:
5010 Mission Center Road
San Diego CA 92108

hours:

6 Gordon Biersch Brewery Restaurant - San Diego

DESCRIPTION: Taking the microbrewery to another level, this restaurant includes a brewery where beers are constantly being created. Customers love the fresh-brewed German beers served here, including special seasonal brews rarely found outside of Germany. As for the food, a great vegetarian appetizer is the smoky portabella mushroom skewers with crispy polenta and salsa fresca. The fettuccini is excellent,

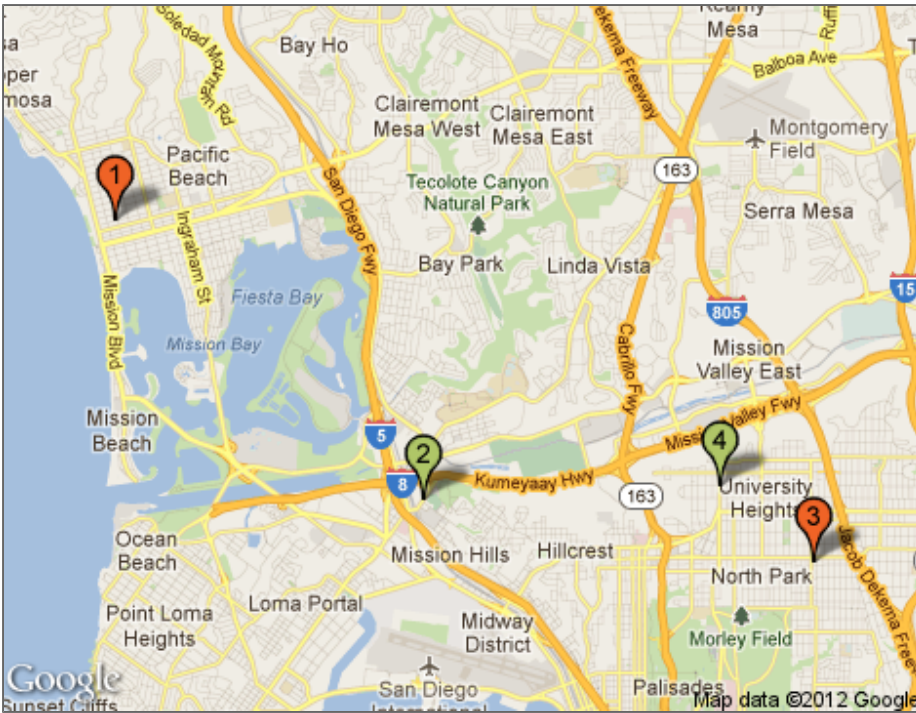


Gordon Biersch San Diego

Mo to Th from 11:00 AM to
01:00 AM, Fr to Sa from 11:00
AM to 02:00 AM, Su from
11:00 AM to 01:00 AM

combining andouille sausage with a cajun sauce. The Euro-
techno atmosphere is a little slick to be cozy but the food and
beer provide plenty of comfort. © wcities.com

Day 2 - San Diego



QUICK NOTE

contact:

tel: (858) 272-8400
<http://www.isabelscantina.com/isabels-cantina.php>

location:

966 Felspar Street
San Diego CA 92109

hours:

Mon-Sun 8am-3pm, Mon-Thur & Sun 5-9:30pm, Fri-Sat 5-10:30pm

1 Isabel's Cantina

DESCRIPTION: If you're looking for anything but the typical, then Isabel's Cantina in Pacific Beach is the restaurant for you. Modernly designed in what seems to be an old warehouse, the Cantina offers up patrons a party in their palate for their breakfast, lunch and dinner options. Owned by the same people who have concocted other San Diego favorites (The Mission, Coffee Cup), Isabel's fuses Mexican and Asian cuisine into a sweet harmony. Typically the eccentric flavors are paired in separate dishes, but for a few spare treats like the crispy shoestring plantains or the crispy dragon potatoes. Reasonably priced and just blocks from the beach in the heart of PB, any palate will be pleased.

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Flickr Creative Commons

contact:

tel: +1 619 296 3161
<http://www.bazaardelmundo.com/>

location:

4133 Taylor Street
San Diego CA 92103

hours:

10a-9p Tu-Sa, 10a-5:30p Su-M

2 Bazaar del Mundo

DESCRIPTION: Touristy as it may be, the Bazaar Del Mundo in Old Town holds quite the San Diego heritage, offering visitors insight into the city's vast Hispanic past. Streets are designed with an Old Spanish theme and shops are filled with knick-knacks and designs found only at the Bazaar, or else across the border. This area should mark a whole day of exploration, where shopping is just the beginning of this attraction - as festival events happens year-round, historic architecture offer world views and Mexican restaurants line every block. Lining



just a few blocks in Old Town (from Taylor to Juan Streets), the Bazaar Del Mundo takes straight to another culture. Sizzle up your nightlife with bars that explode with margaritas and meringues with shops filled with guitars, ponchos, sombreros and more.

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contact:

tel: 6192956464

fax: +1 619 295 6465

<http://www.urbansolace.net/>

location:

3823 30th Street

San Diego CA 92104

hours:

Lunch: Monday - Friday:

11:30am - 5:00pm, Saturday:

10:30am - 4:00pm. Dinner:

Monday - Thursday: 5:00pm

- 10:00pm, Friday - Saturday:

5:00pm - 11:00pm, Sunday:

5:00pm - 9:00pm; Sunday

Brunch: 10:00am - 2:30pm

3 Urban Solace

OUR LOCAL EXPERT SAYS:

Reservations are hard to come by at this urban favorite, so make a call early - especially for holidays and special events!

DESCRIPTION: If you can't get to New Orleans this year, just try North Park's Urban Solace, where modern home style cooking meeting modern fusion. The venue is a large, refurbished home with a sizable patio and full bar that offers some of the most exquisite macaroni and cheese, chicken and dumplings and pot pie you've ever had. Think upscale with moderate pricing, that brings up back up again with ambiance inspired by the French Quarter in New Orleans (yellow house with wrought iron staircase). The venue is an inspiration of its own in North Park's vastly improved district, but it is worth the trip no matter where you're coming from or heading toward.

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citysearch

contact:

tel: (619) 297-3040

http://members.cox.net/huntandgather/Website_Temp_01.jpg

location:

4496 Park Boulevard

San Diego CA 92116

4 Hunt and Gather

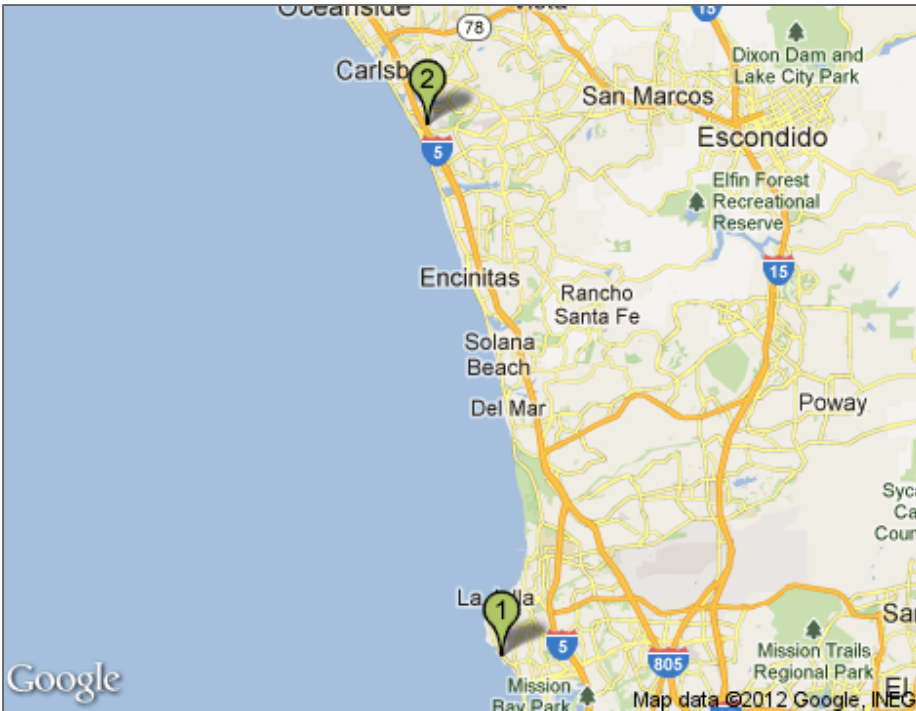
DESCRIPTION: Though San Diego may be known for many things, funky little vintage shops aren't one of them. With San Diego's Hunt & Gather, that is all going to change. Completely out on its own on Park Blvd, there is little else to do in the neighborhood that houses Hunt & Gather, aside from getting a cup of Joe. But the trip is worth it. Moderately priced pieces, vintage designer finds, stacks of records and special events that happen monthly, this designer couple who opened the store just a few years ago have continued to grow. In 2010 the team presented for the first time at Thread Shows, and continue to amass some vintage finds for both men and women.

© NileGuide



Photo courtesy of Hunt and Gather

Day 3 - La Jolla, Carlsbad



QUICK NOTE

contact:
tel: (858) 551-2660
<http://www.capricornboutique.com/>

location:
5544 La Jolla Boulevard
La Jolla CA 92037

1 Capricorn Boutique

DESCRIPTION: Hidden between some of Bird Rock's more flashy designer stores and iconic coffee shops is locally owned Capricorn Boutique. Operated by two young professionals who have a passion for all things fashion, the fashionistas travel to Los Angeles fashion week and pick up some unique and designer name finds. Though the prices are exactly what you'd expect is a neighborhood sandwiched between La Jolla and Pacific Beach, this Bird Rock venue is just what true shoppers need. The unique shop is small but features some unique sets from Australian, local and US designers, and always give shoppers the personal attention they desire.
© NileGuide



editor

contact:
tel: 888/790-7467
www.premiumoutlets.com

location:
5600 Paseo del Norte
Carlsbad CA 92008

2 Carlsbad Premium Outlets

DESCRIPTION: With some 90 stores, this mall includes favorites such as **Barneys New York, Crate & Barrel, Converse, Juicy Couture, and Swarovski**. The mall also has several specialty shops, including locally based **Thousand Mile Outdoor Wear**; there's also a fine-dining restaurant on-site. These outlets are located 32 miles north of downtown San Diego, close to LEGOLAND. Open Monday to Saturday 10am to 9pm, Sunday 10am to 7pm. © Frommer's



Photo courtesy of Carlsbad Premium Outlets

San Diego Snapshot

Local Info

Semi-tropical San Diego, with its mean temperature of 70 degrees, Mediterranean-like white-washed stucco buildings and strong cultural influences from southern neighbor Mexico, is as close to visiting a foreign country as visitors could get and yet, is as American as apple pie.

The heart of this bustling city lies at the foot of the harbor just minutes by car from Lindbergh Field, where most travelers disembark. Spanning from the North County beach areas to the South Bay cities along the Mexican border, San Diego is one of the top ten largest cities in the United States, and while all of these areas fall under the San Diego umbrella, each individual community maintains its own personality, geography and identity. In San Diego's case, the whole is truly greater than the sum of its parts.

Downtown

Less than three miles from the airport is downtown proper. This thriving commercial area with its active waterfront is a bustling, colorful combination of major hotels, convention facilities, restaurants, nightclubs and shopping venues. Its focal point is Horton Plaza, an architectural masterpiece that holds trendy shops, lively restaurants, a movie theatre and even an ice rink during the holiday season. Horton is ideal for parking and within walking distance to any of the restaurants, shops or clubs just outside its walls.

Just east of Horton Plaza is the Gaslamp District, a 16-block source of civic pride. Once slated for destruction, this area has been reclaimed by the people of San Diego thanks to the 1970s Redevelopment Plan. Where once dilapidated warehouses and run-down Victorian houses stood, and where no one dared to enter after dark, the Gaslamp District has now become the pulse of the city. The area even includes Balboa Theater, a historic venue that until recently was closed for reconstruction and now opens its doors for local plays, ballets and more.

Due west of downtown is the Embarcadero, a fun daytime location where visitors can take in leisurely views of the bay, hop aboard a harbor cruise (including the infamous "booze cruise" of the Bay, better known as the Bahia Belle) and enjoy

seafood at its finest. For shopping, visit Seaport Village, a 14-acre shopping and dining complex designed to emulate early California-style architecture.

Balboa Park

No visit to San Diego would be complete without a trip to Balboa Park. Home to the world-famous San Diego Zoo, the park is much more than a beautiful place to see exotic animals. Gardens and grounds in Balboa Park were established as a city park for the people in 1868. In preparation for hosting the Panama-California Exposition of 1915, a celebration of the opening of the Panama Canal, founding fathers, architects and master gardeners collaborated to create the fine Spanish Colonial Revival-style buildings and gardens that still grace the grounds today. Additional buildings were raised on the site in the early 1930s, this time incorporating the look and feel of the Mayan civilization and California's early indigenous peoples. Within the confines of the park, visitors can enjoy scores of museums and art galleries including the Museum of Man, San Diego Museum of Art, Timken Museum of Art and Spreckel's Organ Pavilion (for a dollar saving Balboa Park experience, visit the park on the first Tuesday of any month, where admission to the museums are free).

Old Town

For a taste of what San Diego was like in its earliest years, take in the sights and sounds of this colorful settlement now preserved as a state historic park. Famous as the first European settlement in California, this area is also well known for its glorious year-round gardens, mouth-watering Mexican dishes, lilting Mariachi music and free-flowing margarita; though typically touristy, there are some true tortilla souls that can be found amongst all the trendy trinkets. Be sure to spend a little time browsing through Bazaar del Mundo, truly a marketplace of the world. While it might be typical to dine on Mexican cuisine inspired by the San Diego history, for an extravagant just a block from all the "fiesta" rush, Harney Sushi is a local favorite that flavors fish in unheard of ways.

Within easy walking distance from the center of Old Town is the Presidio, a must-see while in San Diego. This structure, now a historic landmark, is where Junipero

Serra established the first of the Spanish missions in California.

La Jolla

A short drive up the coast takes visitors to La Jolla, "the jewel" in Spanish. Despite its dense population, the people of this affluent city have somehow managed to maintain its natural beauty. Cliffs along the main streets overlook the beaches and coves along the Pacific Ocean; tropical vegetation creeps and climbs across red-tiled roofs and verandas; and sunsets at La Jolla Shores are simply spectacular. Enjoy the village's serene center, where fish restaurants, chic boutiques and La Jolla locals are in abundance, like George's at the Cove- famous for their modern, American ambiance and cuisine- as well as Warwick's Books, ideal for every school/project need.

Beyond breathtaking oceanfront scenery, which can be enjoyed on bike, by walking or just by driving along La Jolla Boulevard, this seaside community is also home to the Birch Aquarium, which features the largest oceanographic display in the United States. Just up the hill from the town center, the Aquarium is located just across the street from the University of California, San Diego, whose 25,000 university students make up the majority of the area.

North County

Travel a few miles further north along the coastal drive to reach Del Mar, a smaller beach community that supports itself with farmer's markets, surfers and restaurants. Famous for its racetrack founded by Bing Crosby and fellow Hollywood cronies during the 1940s, this seaside town offers as much to families as it does to racing aficionados. Beaches here are clean and family friendly; boutiques and open-air restaurants line the main street, giving it a Riviera-like quality. The city even boasts the new L'Auberge, which took over the Hollywood favorite resort Stratford Inn and remains a residence for socialites and affluent guests year round in Del Mar's average 70 degree temperature.

Moving inland, the city of Escondido is a quieter, more rural version of San Diego, replete with avocado and livestock ranches, vineyards and granite-strewn hillsides. The community hosts the San Diego Zoo's 2,200-acre Wild Animal Park, an extension of the city's world-famous zoo providing

San Diego Snapshot continued

visitors a look at animals in the wild. Bates Nut Farm is another rare feature for the area, where visitors from around the county enjoy the biggest pumpkin patch as well as hundreds of vast acres open to the public to enjoy while snacking on delicious nuts.

Just north of this city, visitors can find the renowned Carlsbad Flower Fields and LEGOLAND California, great for those with young children in tow. Carlsbad's beaches also offers big time surfers some of the best waves in the area, where locals are always welcome.

South Bay

Visitors would be remiss if they never traveled south from the city proper into

the area referred to as the South Bay. The main city in this area is Chula Vista, home to one of San Diego's greatest music and entertainment venues, the Coors Amphitheatre. This entertainment complex provides state-of-the-art acoustics, VIP tables complete with cocktail table service, stadium seating and picnic seating on grassy knolls. Adjacent to the amphitheater, visitors (and especially their children) can cool off in the watery fun at Knott's Soak City U.S.A.

The most renaissance of the south bay cities has become North Park, a relatively untapped area that is now home to some of the area's most unique restaurants,

live music venues, bars/ nightclubs and more. Just a shuffle inland and you'll find a hubbub of activity on 30th Avenue that houses local bars- like the Bar Pink Cocktail Lounge- and the hidden Italian adventure Alexander's on 30th.

While each district of San Diego has an original flair, the various sections blend seamlessly into a thriving, cosmopolitan city. From the North County beaches to the downtown shopping districts, San Diego's first-class attractions consistently please tourists and locals alike.

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Carlsbad Snapshot

Local Info

Introduction

North of Del Mar and a 45-minute drive from downtown San Diego, the pretty communities of Solana Beach, Encinitas, and Carlsbad provide many reasons to linger on the California coast: good swimming and surfing beaches, small-town atmosphere, an abundance of antiques and

gift shops, and a seasonal display of the region's most beautiful flowers.

Carlsbad was named after Karlsbad, Czechoslovakia, because of the similar mineral (some say curative) waters each produced. Carlsbad's once-famous artesian well was capped in the 1930s, but was redrilled in 1994-- and the healthful water is flowing once more. Along with its neighbor Encinitas, Carlsbad is a noted

commercial flower-growing region. A colorful display can be seen at **Carlsbad Ranch** each spring, when 50 acres of solid ranunculus fields bloom into a breathtaking rainbow visible even from the freeway. In December, the nurseries are alive with holiday poinsettias.

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La Jolla Snapshot

Local Info

From art galleries and trendy boutiques to world-class golf courses and stunning beaches, La Jolla's attractions please travelers from far and wide. Each district is uniquely different, yet all are similar with respect to one important facet: top-notch quality.

Business District

While La Jolla is most well known for its incredible shoreline, the city's upscale business district is hardly modest. Located on the eastern side of La Jolla, law firms, financial institutions and tech industry outposts dominate this district, along with modern shopping centers and a wealthy residential area. The world-famous Scripps Memorial Hospital & Medical Research Center resides here, as well as the San Diego Mormon Temple, a remarkable place of worship that, oddly enough resembles an ice castle.

Perhaps the most notable establishment in this region of La Jolla is the University of California at San Diego, which hosts a world-renowned medical school and a number of other rigorous academic programs. If you're in town in the spring, embark on a Grunion Run with some of the University's marine biologists. Prefer indoor entertainment? The University is home to one of the region's most popular attractions, the La Jolla Playhouse, founded by Hollywood stars and now famous for showcasing new, cutting-edge plays.

Another popular site in the vicinity is Mount Soledad, where you'll find the colossal and controversial Easter Cross, as well as a breathtaking panoramic view of the whole county, from the northernmost beaches to the Mexican border.

La Jolla Village

Known to locals as "the Village," La Jolla's downtown area, though geographically

tiny, is jam packed with enough shops, restaurants, hotels, salons and galleries to draw hordes of wealthy patrons from around the region and around the globe. Girard Avenue is widely acknowledged to be La Jolla's main drag (home to everything from surf shops like World Core to fine-art galleries like Images of Nature and elegant boutiques like Neroli), although Prospect Street has often been dubbed "the Rodeo Drive of San Diego" (thanks to specialty shops like such as Aja and perhaps despite neighborhood haunts like John Cole's Book Shop). Art lovers will be glad to know that the San Diego Museum of Contemporary Art is located here in the village, along with smaller operations like the Cosmopolitan Fine Arts gallery.

If neither art nor shopping are your cups of tea, La Jolla Village also features the La Jolla Recreation Center and La Jolla Woman's Club, great places to spend an afternoon, both in buildings designed by renowned architect Irving Gill.

After a day of patronizing the arts and spending some cash at upscale boutiques, travelers need not venture out of the Village for a delectable meal. The Spot and Roppongi are popular establishments. Nightlife also flourishes in the area, as top comedians perform at the La Jolla branch of the Comedy Store.

Shoreline

Perhaps the most memorable of La Jolla's districts is the Shoreline. La Jolla is home to one of the most spectacular waterfronts in Southern California, complete with remarkable caves, cliffs, beaches and sunsets. Children young and old gather in droves for unbelievable seal watching at Children's Pool Beach. Nearby Ellen Browning Scripps Park is a green and inviting cliff-top open space perfect for a picnic, a mid-afternoon snooze or a game of volleyball. If you get tired of

the sun, venture into La Jolla Caves, an underground cavern just as much a part of the local ecosystem as the shore itself.

La Jolla's beaches are eminently welcoming to surfers, sunbathers, snorkelers, scuba divers and swimmers, and all of these activities make for superb means by which to enjoy this geographically dramatic stretch of coast. Feel at home in the chop? Treat yourself to a surfing lesson courtesy of Surf Diva. If Earth-bound thrills such as these prove too tame, take to the skies! Paragliding and hang gliding are offered at Torrey Pines Gliderport.

Travel a short distance north from La Jolla Cove and see marine life up close at Birch Aquarium. This world-famous oceanographic museum, operated by the Scripps Institute of Oceanography, showcases marine life native to the entire continental shelf, from the sounds of the Pacific Northwest to the warm waters of Baja.

Even though La Jolla's beaches and caves are heralded throughout Southern California, one of the coastline's most popular attractions has nothing to do with sand or surf. Torrey Pines Golf Course, the only public course on the PGA circuit, offers two challenging 18-hole courses, and spectacular views of the surrounding natural beauty.

After so much activity, complete the day by dining just above the waters of the Pacific. George's At The Cove and the Crab Catcher, both perched on the cliffs above the cove, draw diners from all around the region eager to feast on tasty food and breath-taking ocean views. Cody's, on the other hand, is a neighborhood favorite with a splendid view of Ellen Browning Scripps Park across the street.

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