

Page Six Magazine

JUNE 22, 2008

30 ROCK STAR **JANE KRAKOWSKI**

On losing out to Penélope Cruz & winning over Tina Fey

DIRTY SEXY MONEY
Meet Manhattan's most mercenary matchmaker

HIP CODES
The hottest zip codes for spotting New York City's boldface names

THE INSIDE DISH
Secret off-the-menu eats at the best restaurants in town

WEDDING GUEST SPECIAL!
Stylish looks for every kind of bash



trend: Hip Codes

In NYC, where real estate is everything, ZIP codes rival haute handbags as status symbols. And now that the CW is resurrecting *Beverly Hills, 90210*, codes are making headlines again. Here are the hottest numbers in town.

A 10065, THE NEW MILLIONAIRES' MILE *The Jeffersons* didn't celebrate movin' on up to the East Side for nothing. 10021 has long been shorthand for the toniest territory of moguls, socialites and celebs. But last July, the coveted ZIP was partitioned and 10065 usurped its mother code as the city's richest. The average price for a pad in 10065 is \$2.9 million; in 10021, it's a mere \$2.2 million. **What you'll find there:** Marble mansions owned by *Page Six* staples, Barneys. **Who you'll spot:** Residents Matt Lauer and wife Annette Roque, Spike Lee, Ron Perelman, NBC honcho Jeff Zucker.

B 10024, THE NEW RESTAURANT ROW The Upper West Side, long a culinary wasteland, is suddenly fertile ground for foodies. "Now that it's not just the old Birkenstock crowd that lives here, the food scene is catching up to the demographic," says Compass restaurant partner Don Evans. **What you'll find there:** A slew of sophisticated eateries including John Fraser's Dovetail, Thomas Valenti's Ouest (see box, right), Jonathan Waxman's Madeline Mae, Michael Psilakis' Kefi and an outpost of the Spotted Pig in September. **Who you'll spot:** The *Seinfelds* call the 'hood home, Cynthia Nixon dines at Dovetail and Mayor Bloomberg noshes at Ed Brown's eighty one.

C 10012, THE NEW SAVILE ROW Ever since English tailor Lord Willy's joined bespoke suitmakers Duncan Quinn and Seize Sur Vingt on Mott Street, testosterone has turned Nolita into Broilita. Three dandy destinations have sprung up in the past six months. Says Lord Willy's owner, Alex Wilcox: "Nolita is manly like Midtown, but still has edge." **What you'll find there:** Cobbler Barker Black, shirtmaker Lugo, tailor Sew, barber the Shave of New York and men's shop Roberto da Carrara. **Who you'll spot:** Harvey Keitel being measured at Roberto da Carrara, John Legend at Lugo, and Tony Sirico (*The Sopranos'* Paulie "Walnuts" Gualtieri) getting suits made at Sew.

D 10014, THE NEW FLEET STREET Media companies are eating up real estate in Hudson Square, the onetime no man's land west of Soho. Dormant for years, this old printing district is now a hotbed for publishing, PR and film production. "This neighborhood is coming back to the future," says Carl Weisbrod, president of Trinity Real Estate, the largest property owner in the area. **What you'll find there:** *Newsweek*, the Weinstein Company, Radical Media (which did postproduction work on Jay-Z's *Fade to Black*) and TV conglomerate Viacom. **Who you'll spot:** Tommy Hilfger (Radical designed his Web site), Steak Frites owner Andrew Silverman and Harvey Weinstein.

E 10280, THE NEW ECO-BURBIA Battery Park City has become "the paradigm for how to build green for the nation," says Julie Menin, chairperson of local Community Board 1 (check out her home on page 24). State law requires any new BPC buildings to be eco-friendly. Even local parks are pesticide-free. **What you'll find there:** By 2010, NYC's first green school. Plus, a fresh crop of green residential high-rises like the Solaire and the Riverhouse, which will be home to Captain Planet himself, Leonardo DiCaprio. **Who you'll spot:** Leo's neighbor Tyra Banks, parents like James Gandolfini at Rockefeller Playground (see box, right). —Kirsten Fleming

MANHATTAN

CENTRAL PARK



B
10024
The New
Restaurant Row



A
10065
The New
Millionaires' Mile



D
10014
The New
Fleet Street



C
10012
The New
Savile
Row



E
10280
Eco-Burbia

JONATHAN BARTH; INSET: EVAN AGOSTINI/AP IMAGES; PETER SCHWARTZ/PRUDENTIAL DOUGLAS ELLIMAN; INSET: EVAN AGOSTINI/GETTY IMAGES; JEREMY LIEBMAN; INSET: SARA DE BOER/RETNIA LTD.; COURTESY