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HEADS UP

## A Los Angeles Market Gets New Life



Stephanie Diani for The New York Times

Ordering from the counter at FarmShop, a newly opened casual restaurant-cum-market at the Brentwood Country Mart in Los Angeles.

By TANVI CHHEDA

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**SHIRLEY TEMPLE** once appeared in print ads for the [Brentwood Country Mart](#), a beloved western [Los Angeles](#) retail village that opened in 1948. [Ronald Reagan](#) was a regular at the mart's barbershop.

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Although it still offers plenty of nostalgic charm, the mart is enjoying a modern-day revival, as it welcomes design-driven boutiques and destination restaurants.

Opened just weeks ago, **FarmShop** is a casual restaurant-cum-market from Jeff Cerciello, former culinary director for the acclaimed chef [Thomas Keller](#). For now, it is open only for breakfast, lunch and brunch, serving classic dishes like French toast with pear marmalade and a smoked salmon omelet with fried potatoes. (There are plans to open for dinner in late January or early February.)

"People really love the Country Mart, and they really care about its survival," Mr. Cerciello said. "That makes you feel good about where you're cooking."

The restaurant's interior feels both rustic and elegant: white subway tiles line the walls, Alma Allen walnut tabletops and a teal mohair banquette wrap around its perimeter. An adjacent artisan market, which is scheduled to open this spring, will feature a larder, charcuterie and cheese station.

Across the mart, **Sweet Rose Creamery**, which opened in May, is bringing back the tradition of the neighborhood [ice cream](#) parlor, complete with shakes, malts and floats. The shop's dozen rotating flavors, which may include strawberry, mint chocolate chip and salted caramel, are made daily from organic milk, cream and sugar, and free-range eggs. Josh Loeb and Zoe Nathan, the husband and wife owners, both grew up going to the mart and felt it was the right environment for a small-batch ice creamery.

Mr. Loeb said he felt a personal kinship toward the mart. "It has a sense of style, but is very family-oriented," he added.

The pair recruited Shiho Yoshikawa, whom Ms. Nathan had worked with at the [San Francisco](#) bakery Tartine, to make everything from scratch, including waffle cones, chocolate chips and toppings like pecan brittle and marshmallows.

The old-fashioned ice cream shop shares a street-facing patio with **Caffe Luxxe**, another 2010 addition. An upmarket artisan [coffee](#) shop, Luxxe sells mini-alfajore [cookies](#) to go along with its cappuccinos and candied orange-infused espressos.

Among the mart's high-end boutiques is a recently expanded outlet of **James Perse**, known for basic T-shirts and women's knits in blacks, whites and heather grays. At **Turpan**, the well-curated wares run from cow- and bicycle-shaped paper clips to gossamer cashmere scarves by Denis Colomb. The original **post office**, renovated and reopened by James Rosenfield, the mart's owner, now carries a handful of unique goods like Leica cameras and Tretorn shoes, and still provides postal service.

Still, the homespun philosophy of the mart has not been entirely forgotten. At the "It's a place that I can have a nice lunch, go to the bookstore," she said on a recent Sunday afternoon. "And my kids can do this," she added, as her children rode a coin-operated elephant.

*Brentwood Country Mart, 225 26th Street, [Santa Monica](#); (310) 458-6682; [brentwoodcountrymart.com](#).*

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