



Welcome  
to  
Aspen



# Living *la Vida* Local

ASPENPEAK

One Aspen denizen's advice on how to do as the locals do.

BY ANITA ROSENBERG

OVER THE THREE DECADES MY FAMILY HAS BEEN VACATIONING IN ASPEN, WE'VE RENTED EVERY CONDO AND HOUSE IN TOWN. But now that we are residents, our Aspen lives have changed. No longer mere tourists, we find ourselves connected to the town like true Aspenites. We fill our jeep with gas bought at the year-round residents' discount price. During hikes up Smuggler Mountain we run into folks we know. And best of all, we fit in with the local scene, which makes our Aspen experience very special. Fitting in isn't hard if you keep these tips in mind.

## FAVORITE SPOTS

**Amen Wardy** (210 South Galena Street, 970-544-3426) for party supplies, bath products, and gifts.

**Boogie's** (534 East Cooper Avenue, 970-925-6111) for a large selection of jeans.

**Cache Cache** (205 South Mill Street, 970-925-3835) for the scene and a delicious dinner.

**Explore Booksellers** (221 East Main Street, 970-925-5336) to stimulate your brain.

**Hotel Jerome** (330 East Main Street, 970-920-1000) for a posh breakfast.

**Ink! Coffee** (520 East Durant Avenue, 970-544-0588) for black & white coffee (with cocoa and white chocolate).

**Performance Ski** (408 South Hunter Street, 970-925-8657) for chic, sporty designer gear.

**Popcorn Wagon** (305 South Mill Street, 970-925-2718) for chocolate crêpes.

**Poppycock's** (665 East Cooper Avenue, 970-925-1245) for oatmeal pancakes.

**Red Spa** (205 South Mill Street, 970-925-4648) for a manicure and facial.

**The Wild Fig** (315 East Hyman Avenue, 970-925-5160) for a cozy atmosphere and an intriguing menu.

**Woody Creek Tavern** (7760 Upper River Road, Woody Creek, 970-923-4585) for lunch after a bike ride.

## WHAT TO WEAR

In any given season, you will find locals wearing fewer layers than would seem necessary. They sport down vests when it's snowing, shorts when it's raining, sneakers or hiking boots anytime, and always sunglasses thanks to those killer rays. Although your visitor instincts will have you packing chic city clothes, like stiletto heels and cashmere turtlenecks, trust me—don't be afraid to run around town in your biker shorts and helmet. "You don't have to be fancy to fit in," says Christina Nicoletti, owner of **Henry Beguelin**. "Don't wear your Jimmy Choo shoes, because you're going to go out and break your neck. Aspen is known for outdoor life. Meet the people. Ski. Hike. Have a good time."

## ATTITUDE

Aspenites are friendly folks who have moved to this mountain paradise as a lifestyle choice. Everyone is here to play and have fun just like you—even celebrities. Celebrity sightings are a way of life and if you are new to town, it can be exciting. But locals know that the true Aspen celebrities are the money moguls, hotshot sport buffs, and community movers and shakers. "If you want to look like a local, pretend you could care less about a celebrity sighting," explains Jerry Bovino, host of *Eye on Aspen* on GrassRoots Community TV. "As the tourists rush in the direction of the star, secretly catch a peek of Catherine Zeta-Jones from the corner of your eye while you walk the other way and nonchalantly order a coffee at **Ink! Coffee** or **Zelee Café**. Wait to call everyone you know back home when no one is looking." Fitting in—or at least giving the appearance of fitting in—is easy to do. It's all about having that Aspen attitude. [AP]

## WHAT TO DO

People here live for the outdoors. Before noon, they have either hiked, biked, golfed, mountain climbed, caught a dozen trout, or paraglided off Ajax Mountain. After adjusting to the altitude, get out there and get your body in shape. (Walking the two blocks from **Mezzaluna** to **Amen Wardy** does not count.) "Hike up Smuggler every day until people start waving hi and think you're a local," advises full-time resident Karen Lord.