

Bloomberg Businessweek

Kids RULE

target



The retailer lost its cool. Now it's tapped pint-size fashionistas to turn things around

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OUR
BEACH
BUMS**Dog flotation device****Outward Hound neoprene life jacket**

From \$40;
outwardhound.com

Yun protects his pup with this canine life jacket, which has a handle on the back for easy pet retrieval.

Doug

Nick Morgenstern
Owner, El Rey
coffee shop and
Morgenstern's
Finest Ice Cream,
New York City

Jayma Cardoso
Owner,
Surf Lodge hotel,
Montauk, New York

Dave Yun
Co-director,
Wax surf magazine

Eddie Berrang
President,
Whalebone
Media,
Montauk, New York

Paige Mycoskie
Founder,
Aviator Nation,
Venice, Calif.

Trisha Calvo
Health and
wellness editor,
Consumer
Reports

Water bottle

S'well water bottle
\$35; swellbottle.com

Mycoskie likes these stainless steel bottles painted to look like wood. The larger size (\$45) holds a bottle of wine, in case you were wondering.

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Sun, Sand, Surf, Stuff

Everything you need for your best beach day

By Jason Chen

Towel

Beach People Roundie towel
\$110; thebeachpeopleco.com

"If your umbrella is round, why have we been using rectangular towels all this time?" Cardoso asks. Good question. Her answer: the Roundie, a circular option big enough for the whole family.

Tote bag

M. Carter Wave Bottom beach bag
\$75; mcartershop.com

Morgenstern likes this carryall in heavy, water-resistant canvas. Its rectangular bottom makes it an efficient vehicle for hauling a ton of stuff.

Sunscreen

La Roche Posay Anthelios sunscreen, SPF 30
\$36; laroche-posay.us

Coppertone Water Babies lotion or spray
\$8 to \$9; walmart.com

La Roche Posay delivers broad-spectrum protection (that is, it blocks UVA and UVB rays) and goes on silky-smooth, Calvo says. Too expensive? Classic Coppertone will get the job done at a quarter of the cost.

Umbrella**Sport-Brella XL**\$80; sport-brella.com

Even the strongest umbrella is going to fly halfway down the beach at some point. Yun suggests a hybrid umbrella-tent, which has side flaps that stake into the ground for added stability and shelter. Plus, "it makes a great nap nook," he says.

Charcoal grill**Weber Smokey Joe**\$30; amazon.com

The porcelain-enameled lid traps heat, Yun says, so you get that perfect char on burgers and hot dogs.

Surf mat**Krypt MT5 surf mat**\$195; kryptsurf.com

Think of this as an ocean air mattress. The buoyancy keeps watersport novices afloat, Yun says—and softens those inevitable blows to the face.

Beer**Narragansett Lager**

Price varies

The "official beer of the clam" since 1890 is still crisp, citrusy, and ideal for a clam bake or a meal that's much less involved, Yun says.

Nonalcoholic beverage**WTRMLN Wtr**\$3.50 each; jet.com

Berrang enjoys a cold-pressed watermelon juice. (So does Beyoncé. She's an investor.)

Reviewed by
Bloomberg News
sports editor
Janet Paskin

Book**Cumulus by Eliot Peper**\$12; amazon.com

Set in near-future Oakland, Calif., this never-subtle sci-fi novel is a picture of Big Tech run amok: The villain derives power by making himself invisible to the all-seeing corporate eye. Peper is donating six months' worth of profit to the Electronic Frontier Foundation, which promotes digital rights.

Chair**Rio Brands Boho Beach 5-Position Lay Flat beach chair**\$42; amazon.com

Cardoso likes the lightweight aluminum frame and detachable, padded strap for easy carrying. As its name indicates, the adjustable back can lay flat.

Speaker**Speaqua Barnacle**\$40; speaqua.com

The beach is no place for delicate audio equipment. But what if you want tunes? Berrang recommends this waterproof, dustproof speaker, which connects to your phone via Bluetooth and sticks onto the side of your cooler, so it won't get buried.

Cooler**Igloo Playmate Elite**\$30; igloocoolers.com

This classic requires no further explanation. There's nothing better, Morgenstern says—and as an ice cream maker, he would know.

APRES BEACH

Four restaurants to try after toweling off. —J.C.

Asbury Park, N.J.

Venture off the boardwalk to Talula's Pizza and order the Beekeeper's Lament (\$16), topped with Calabrian soppressata and, yes, honey. talulaspizza.com

Venice, Calif.

A short walk from Marina del Rey sits Leona, where *Top Chef* alum Nyesha Arrington is cooking lamb-belly wontons (\$24) and bulgogi braised short ribs (\$28). leonavenice.com

Sullivan's Island, S.C.

This sparsely populated beach town serves up a mean Low Country shrimp roll (\$15), courtesy of the *Obstinate Daughter*. theobstinatedaughter.com

Traverse City, Mich.

Visit the nation's cherry capital, on the shore of Lake Michigan, and get the hay-smoked walleye (\$27) at the Cooks' House. cookshouseetc.com