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New Discoveries and Some Old Favorites From Our Weekend In LA JOLLA, CA....

Posted on [May 11, 2011](#) by [admin](#)

Over our years in LA we have spent several weekends in **La Jolla** – yes we are graduates of the highest level of [Surf Diva](#)... Level 2! We love La Jolla for it's upscale, quaint surf culture and the relaxed spirit. We visited some of our old favorites last weekend and stumbled upon a couple new discoveries....

The shopping in La Jolla has always been surprisingly disappointing. A lot of cheesier bikini shops that just do not tempt. Well apparently Lauren Turek saw the opening and took it!! Her new shop [Kerut](#) is sublime and she has fabulous taste. The store feels like Palm Beach met Palm Springs met Morocco and she carries lines like ALC, Rag & Bone, Missoni and also some we'd never heard of- love discovering!



Kerut boutique. photo credit: SanDiego.com