

75¢ \$3 in some locations outside the metropolitan area
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Two new websites cater to Philly-philes

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TWO NEW WEBSITES are appealing to Philadelphia's hometown pride.

We Heart Philly (weheartphilly.com) deals in one-of-a-kind craft items, like T-shirts, totes and baby onesies. And Retro Philly (retrophilly.com) looks at the Philadelphia of yesteryear, selling

items emblazoned with the insignias of a bygone era.

With prices ranging from \$14 to \$138, the products on We Heart Philly are designed by Safran and Kathryn Whyte, a graphic designer and manager of Safran and Turney's upscale bodega Grocery. The designs are generally simple: One T-shirt called "I Pretzel Philly" is a play on the site's name, but the familiar heart icon is replaced by the twisted snack — a nod to the city's passion for the soft variety. "They're fun and we like cute things," said Safran.

Some of the We Heart Philly items are available at Safran and Turney's shops, like Open House and Verde, but the site is their first foray into e-commerce. Safran said that they already had a lot of businesses and that she wanted to keep creating without the stress of another brick-and-mortar shop. Safran felt that well-designed Philly-themed items, rather than souvenirs from "those really cheesy" airport stores, were an untapped niche.

While Safran joked that no one was going to buy these products in Utah, the Web allows her products to reach people who might never visit one of her Philadelphia stores.

Fred Lavner, the owner of Retro Philly, is also

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A woman's T-shirt by Retro Philly bears the insignia of the Black Banana nightclub, which years ago was a hot spot in Old City.