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BROWSING

A Geek Never Looked So Good



Hiroko Masuike for The New York Times

By DENNY LEE
Published: June 30, 2010

TECHNO-LUST goes designer-chic at Dijital Fix, which opened a second store last month, on the Lower East Side. Don't expect iPod accessories here. It's all about glamorous gizmos, like the D.J.-tested, matte-black TMA-1 headphones from the Danish company AIAIAI (tma-1.com), which go on sale later this summer (\$199), and Ceramic Speakers by the San Francisco designer Joey Roth (\$499). Unlike its first store, in Williamsburg, Brooklyn, the Manhattan one has a gallery and tapas bar called Culture Fix. Shows feature photos taken with a Hipstamatic, a popular [iPhone](#) app. David Auerbach (above), the store's 25-year-old owner, said the idea for the multifunction store came from Japan. "Our demographic appreciates good food, good wine, up-and-coming artists and electronics," he said. Dijital Fix, 9 Clinton Street (near East Houston Street), (877) 345-4349, dijitalfix.com.

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Hiroko Masuike for The New York Times

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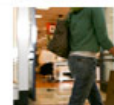
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