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A New Special Section

SHOP LIKE A DESIGNER

*Where They Go | What They Buy | Where They Stay
Their Secret Sources Revealed*



Shop Like a Designer

Fifteen Designers Reveal Their Secrets for Finding the Best of Everything

Charles Allem

Whether he's in New York or Los Angeles, the Miami-based designer looks primarily for vintage pieces—something he's done for nearly 25 years. "I go to the most reputable dealers," he says. "The pieces are genuine and restored to perfection."

ART

"I love art—it's my first passion," says Allem. "The **Gagosian Gallery** and **Sebastian + Barquet** in New York's West Chelsea district are among the best places to buy art and art pieces. Having a valuable piece of art furniture sets a space apart. Buenos Aires also has exquisite art galleries and extraordinary architecture. It's like a second Paris. **Braga Menendez Arte Contemporaneo** is one of the most cutting-edge galleries."

LOS ANGELES

Allem travels often to Los Angeles for design projects as well as to shop. "The **Pacific Design Center** is a great destination. I like to walk when I'm shopping, and after I go into the showrooms, I walk in the La Cienega neighborhood." He stops in to see what's new at **Modern One** ("exquisite vintage") and **Twentieth**. And he stays at **L'Ermitage** in Beverly Hills. "It's like a little apartment—clean, contemporary and low key," he says. "And my car is always waiting."

Modern One in Los Angeles carries 20th-century decorative arts.

For more inside information from these designers, visit ArchitecturalDigest.com



Art Moderne chandelier at Bernd Goeckler; J. Robert Scott fabrics.

NEW YORK SOURCES

"America has the most fabulous things if you know where to go," says Allem. "Fifteen years ago you went abroad; now the crème goes to New York." When he's in the city, he visits dealers **Bernd Goeckler**, **Karl Kemp** and **John Salibello**, among others.

DESIGN PHILOSOPHY

"I shop specifically for each project," the designer notes. "I like to use different pieces every time. I don't like doing the same look. That would be like putting out the same couture collection in Paris every year! I have an incredible team of young people in my studio. They're brilliant at sourcing on the Internet. It's the way to do business today."



"I am very loyal to companies. I stick with people I know and who know me."

PARIS

"Paris is the most inspiring city in the world," says Allem. "It's always wonderful to go for five days. I go to the flea market, to the fabric fair in January and to the **Biennale**."

IN THE SHOWROOMS

"For accessories and modern pieces, I go to **Holly Hunt**. I like to see everything in daylight, and her showroom in Miami is exquisite. **Nancy Corzine** has great fabrics; she customizes everything. **J. Robert Scott** has a beautiful line of furniture and fabrics. You get inspired going into their shops."

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Geoffrey Bradfield

"Clients really do expect us to be magicians, to pull the rabbit out of the hat," he says. "It's got to be flawless every time." But the New York-based designer welcomes the challenge and travels the world to find the best pieces for his interiors.

TRAVEL

"I consider the three top shopping capitals of the world to be New York, Paris and London—in that order," notes Bradfield.

AUCTIONS AND SHOWS

The designer makes a point to cover the annual and biannual sales at **Sotheby's**, **Christie's** and **Phillips**. He also visits the major antiques shows in New York City and abroad. "I attend antiques shows in Moscow, Maastricht and Palm Beach, the **Biennale** in Paris and **Olympia** in London," he says.



A Mauro Corda bulldog at Olympia in London.

IN THE SHOWROOMS

Twice a year Bradfield and his associate Roric Tobin tour design centers like New York's **D&D Building**. "We start on the top floor and review each showroom, making notes of items for current projects and for future use," he says. "It keeps us *au fait* in the current market."

MEMORABLE SHOPS

"For sheer glamour, there's no more spectacular atelier in Paris than **Baccarat**," says Bradfield. "In New York the **Carl-**



The D'Aurevilly Doré canapé at Côté France.

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In Paris Bradfield always stays at Hôtel Ritz on the Place Vendôme. "They know me now after all these years," he says. "I'm a creature of habit."

ton Hobbs mansion is the most civilized space." In London he heads to the **David Linley** studios for "bespoke cabinetry."

ANTIQUES

Bradfield's interiors combine everything from Lucite furnishings of his own design to traditional and modern pieces. For antiques, he calls **Bernard Steinitz's** by-appointment loft in New York "the most unexpected source. It's an Aladdin's cave of treasures. Our clients are always fascinated by the diversity of the inventory." He also visits **Steinitz** in Paris and favors **Newel** in New York and **Mallett** in London and New York. "With few exceptions, dealers are extremely knowledgeable," he says. "Not only do my clients learn from them, but so do I."

"Shopping is a visual feast. There is always something to expand one's creative vision."

HOW TO SHOP

For Bradfield, planning is everything. He always contacts sources ahead of time and arranges for at least one car and driver. "When we're with clients abroad, we can be called upon to do everything from arranging a seat in the front row of a Chanel fashion show to getting impossible reservations at restaurants," he muses. "It's not for the faint of heart!"

LIGHTING

The designer heads to **Marvin Alexander** for period light fixtures and to **John Salibello** for lighting from the past 50 years.

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Joanne de Guardiola

Whether strolling the bazaar in Istanbul or visiting a favorite shop in Paris, the designer is right at home. Shopping is a natural consequence of her frequent journeys all over the world, though she keeps up with the latest trends via the Internet.



When she's in Paris, de Guardiola visits Perrin Antiquaires on the Right Bank, near the Élysée Presidential Palace. A George III giltwood girandole at Mallett (left).

BE PREPARED

"If I'm shopping for myself or for clients, at home in New York or in Paris, London, Russia or a Moroccan souk, I always travel with a furniture plan," notes de Guardiola. "It's a way to avoid mistakes. On my BlackBerry I also have a list of approximate dimensions in case I don't have the plan with me. My stepdaughter gave me a **Tiffany's** measuring tape with my name on it. It's especially helpful internationally, where things are in centimeters. I always have it with me. I tend to carry swatches of fabrics with me too."

EUROPEAN SOURCES

When in Paris, de Guardiola shops at **Frémontier** on the Left Bank. "They have wonderful, strong antiques from all over Europe," she says. "I got a pair of carved eagles there that are in my garden in Southampton. **Perrin Antiquaires** has more conservative pieces but is still nice. In London I go to **Guinevere** for eclectic furniture and **Mallett** for fabulous English antiques."

EAST COAST HAUNTS

In Manhattan the designer likes to shop along East 60th Street between

"Marrakech, Cairo and Istanbul all have fabulous bazaars," says de Guardiola. "I always take a day or two to see them."

Second and Third avenues. "It's a nice Uptown hub of good antiques shops," she explains. "**John Salibello** has a good eye from years of looking at things. When the owner has a good eye, they get the scale and proportion right, and their shops are really fun to go into." She also frequents **Sotheby's** and **Christie's**. And when she's in West Palm Beach, Florida, she takes time to visit the shops along South Dixie Highway.

IN THE SHOWROOMS AND BEYOND

Though de Guardiola favors such top-of-the-line sources as **Clarence House** for fabrics, **Penn & Fletcher** for embroidered pieces and **Holland & Sherry** for their line of embroidered fabrics, as well as **Holly Hunt** for furniture, she also frequents retailers like **Pottery Barn**, **Williams-Sonoma** and **Crate & Barrel**.

WORTH A THOUSAND WORDS

"Phones with cameras are great—you can take a picture and send it to yourself or your client," she says.

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Breaking the Mold

IN THE HAMPTONS, A SOPHISTICATED VISION FOR A SHINGLE STYLE RESIDENCE UPENDS TRADITION



"I wanted the interiors to be rich and warm," designer Penny Drue Baird says of a 12,000-square-foot Shingle Style house (inset) in Quogue, New York, by architect David DiGiovanni. She gave the living room a Neoclassical-style fireplace and covered the ceiling in grass cloth. Mirrors, John Salibello Antiques. Osborne & Little velvet on Ralph Lauren Home chairs. Kravet drapery fabric. Ceiling fixture, Carlos de la Puente Antiques.



"I'm always looking for ways to express architectural detail," notes Baird. Besides installing moldings throughout, she employed varied textures and played up different hues of the consistent palette to add layers of interest. French drawings from the 1940s and a work by Fernando Botero hang in the family room, opposite the living room. Ceiling light from John Salibello. Low tables, Dennis Miller Associates. Stark chair, sofa and solid pillow fabrics and carpet. Dotted fabric, Lee Jofa. Holly Hunt hall table.