

# TRADhome

meet our  
*New 20 Trad  
Designers*

The spring 2011 Premiere issue



MARKETPLACE

## shopping: west hollywood

Written by Jenn  
Photography by  
Produced by Je



spring 2011  
The  
52

# 24 Hours

## A DAY IN THE LIFE OF L.A.'S SAUCIEST DESIGN DUO

**9 a.m.** Joe Lucas and Parrish Chilcoat, co-owners of **Lucas Studio, Inc.** design firm and **Harbinger**—a chic retail mix of furniture, lighting, and accessories, as well as a collection of textiles and wallpapers from Sister Parish, Loro Piana, Idarica Gazzoni, and Katie Ridder—arrive at the office clutching giant coffees like shields against the long morning ahead.

These friends and former East Coasters, who got their start working for designer Michael Smith, talk like a married couple and work like a dream—producing traditional, comfortable, and clean looks with a hint of Cape Cod beach house. “We do not get hired to do glass boxes from *Less Than Zero*,” says Chilcoat.

After dueling with schedules and phone meetings, the two pack into Lucas’s Audi Q5 to hit the trifecta of posh West Hollywood interior design: Almont Yard, La Cienega, and Melrose Heights.

“I wish we were on a pink Vespa,” says Lucas, who’s usually the chauffeur. “Totally,” answers Chilcoat. And they’re off.

**11 a.m.** The shopping heart of West Hollywood lies in La Cienega Design Quarter. “Take SoHo and mix it with a bit of the Upper East Side and you’ve got La Cienega,” says Lucas.

The day’s first stop is Suzanne Rheimstein’s **Hollyhock**. According to Lucas, it’s a Los Angeles must-see, packed with





## shopping: west hollywood



Todd Alexander Romano



sumptuous antiques, upholstery, and accessories, plus Rheinstein's textiles for Lee Jofa.

Next door, **Mecox Gardens** is always on their to-do list: beachy accessories, chic mirrors, that perfect chair. "Mecox never disappoints," says Lucas. "We always try to get our hands on lighting by artist Clate Grunden."



Nicky Rising

Another not-to-be-missed: **Todd Alexander Romano**, who opened his West Coast shop, a mix of old-school decorating staples and new finds—like his lamp designs for Christopher Spitzmiller.

A few steps away, Lucas and Chilcoat disappear through a chic black door in a peacock-blue storefront: **Kristen Buckingham**. Custom pieces



## shopping: west hollywood



from Buckingham's line mix with exquisite antique lighting and art. "It's a welcome 'New Kid on the Block' for La Cienega," says Lucas.

**1:00 p.m.** Lunch break at **Cecconi's** in the heart of the Design District.

"It's a working lunch," winks Chilcoat, clinking her glass of wine with Lucas's.

Next, it's **Lee Stanton's** eponymous L.A. shop for 17th-, 18th-, and 19th-century English and European antiques. "Lee's collection, culled with his sharp eye, is always sophisticated and perfect," says Chilcoat.

Across the street, Peter Dunham's **Hollywood at Home** models his eclectic signature look. Dunham represents a multitude of textile lines, including Martyn Lawrence-Bullard, Carolina Irving, Lisa Fine, and his own fabrics.

**3:00 p.m.** Off to Melrose Heights, where Lucas and Chilcoat's first stop is to check out the 1930s, '40s, and '50s designs at **Galerie Half**, where the rustic wood pieces could have traveled west in a wagon, and comfy old leather chairs scream Paris flea market.

At **Formations**, they browse the collection of historically



## shopping: west hollywood



## easy fixes

from Joe Lucas and Parrish Chilcoat

- Nº 1 Don't underscale the carpet.** "Furniture shouldn't look like it's holding on for dear life," says Lucas.
- Nº 2 Wallpaper the ceiling.** "Throw a small, tight pattern on the ceiling; paint the walls and trim to go with it," says Chilcoat.
- Nº 3 Use center light fixtures!** According to Joe, cheap can lights drive these two nuts. "Every room can take a great lantern or fixture," he says.
- Nº 4 No "chairs" allowed.** The shabby chic chair-and-a-half doesn't fly anymore. Choose a refined classic instead, Chilcoat advises.

inspired furniture, lighting, stone fireplaces, planters, and accessories—perfect for Lucas and Chilcoat's coastal traditional look.

Next up is the **Paul Ferrante** showroom. "We can't say enough good things," Lucas says of this powerhouse, with the finest antique lighting and furniture from Paris and beyond. "If you happen upon it at that perfect time at the end of the day, you might just find a freshly poured martini waiting for you."

**4:30 p.m. Nicky Rising's** bungalow showroom in West Hollywood is a "jewel box," says Chilcoat, ideally located across from the Pacific Design Center and filled with textiles from Katherine Rally, Plumwich, and Yoma, and beautiful ikats. "And the always-desired de Gournay hand-painted wallpapers," adds Lucas.

**6:00 p.m.** Back at the office, Lucas suggests an after-work rum and tonic. "It's the sailor's drink," he says.

"White wine for me," Chilcoat interjects. "Screw cap or cork, it doesn't really matter," Lucas says. Chilcoat sighs. "Joe's definitely a lot funnier than I am." "But you're prettier," he notes. "Oh, you're sweet." And, they're off again.