

THE FASHION
UNIVERSE IS
EXPLODING
OUR COMPLETE
GUIDE TO WHAT'S
BLOWING UP
IN 2015

Our Fourth Annual

Style Bible

STARRING

HALL OF FAME
FASHION GOD

Jon Hamm

(AND THE
LATE, GREAT
DON DRAPER)

+

25 SUCCESSFUL MEN
WHOSE LIFE STORIES
YOU SHOULD HACK

AND THE HOTELS,
BARS & RESTAURANTS
WHOSE DESIGN
YOU SHOULD STEAL

*HAVE THE
REPUBLICANS
FOUND THEIR
BARACK OBAMA?

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STEAL THIS DESIGN*

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How to badassify your home by borrowing genius design ideas from the coolest bars, hotels, restaurants, and stores in the world

*You don't have to trek to Farmshop Marin in NoCal to poach its sophisticated hippie style—though if you do, try the octopus *a la plancha*.



JOIN THE COMMUNE

Lessons from the West Coast's Best Design Team

• In 2004, three friends united to form a design *collective*, because California. A decade later, Commune is one of the West Coast's most sought-after interior stylists, imbuing warmth and modernism in both Cali-located Ace Hotels, the American Trade Hotel in Panama, the Farmshop Marin restaurant two pages back... and the list goes on. It earned that rep because it doesn't blindly apply the same exact formula to every space it designs. Annoyingly, that means Commune creative director Roman Alonso and company have no foolproof, put-a-bird-on-it rules. But they *do* have a very peaceful Golden State ethos you can borrow.

DECORATE LIKE A LOCAVORE

When Commune designed the Ace Hotel in Palm Springs, it employed a cluster of mostly California craftspeople to bring its desert pool party to life.

From the lobby-door hardware to the restaurant's stained glass, everything was crafted within a 200-mile radius. **LESSON:** Put down that Ikea shelf and have one built by the guy down the street.

KEEP ART IN THE FAMILY

Commune hired artist Mike Mills to make pieces for all 182 rooms in the Downtown L.A. Ace Hotel. The 182 business-card-sized works riff off L.A. events from 1927, when



1



2

the Ace's building went up.

LESSON: Commissioning one single artist to fill your walls is probably a pipe dream. Luckily, Commune's intent was to use art as a unifying force for a space. Find works you love, then add more pieces with the same subject, style, or color.

DON'T REDECORATE, RE-PERFECT

"Redecorating is totally out of style," says Alonso. "It implies waste, and that's not the world we live in." **LESSON:** Make sure the biggest pieces—the bed frame, the sofa, the kitchen table—are relentlessly classic. Then you

bring in gutsier, of-the-moment style with pieces that you can easily re-invent: pillows (swap the covers), throw blankets (graphic as hell), lamps (get new shades), chairs you can reupholster. A little foresight means never getting bored.

—JAY CARROLL



Commune:

Designed in California • \$60 communeshop.com

• Late last year, Commune put out a retrospective of its first ten years of California good-times-and-sunshine-inflected design. There's a hell of a lot of style to steal from its pages, but even setting the book on your coffee table makes for a good start.

1

The lobby of the Ace Hotel in Palm Springs is stocked with locally made chairs and tables.

2

Reupholsterable furniture at the American Trade Hotel means never having an excuse for being bored.

3

The Exquisite Surfaces showroom in Chicago: the most peaceful you'll ever feel while buying flooring.

3

