

Design Business | Merchants of Chic

DOMESTIC BLISS

THE PEOPLE AT **COMMUNE** COMMAND THE DESIGN ZEITGEIST WITH HIGH-END BOUTIQUES, ALLURING PRODUCTS, AND CAPTIVATING INTERIORS



Commune's Johanknecht, Pam Shamshiri, Ramin Shamshiri, and Alonso, from left, at a new site for Kiki de Montparnasse in Los Angeles.

IF YOU'VE EVER FELT suddenly hip in a new restaurant, particularly sexy in a clothing boutique, or tempted to buy a product based on logo alone, you may have Commune to thank. The Los Angeles-based design group translates ideas into intriguing environments and creates corporate identities for some of the country's most of-the-moment businesses. It does residential projects,

too. Just under five years ago, Roman Alonso introduced Steven Johanknecht, his former colleague at Barneys New York, to designer Pam Shamshiri and her brother, Ramin Shamshiri. "I thought they could do something interesting together," Alonso says. He was right. The group came up with the idea of creating a design collective that would collaborate with the best artisans, graphic and garden designers, marketers, and architects. Alonso decided he wanted to be part of it. Though most of their work is commercial, the residential projects are growing in number. In both realms, clients receive what Alonso calls by-hand attention. You see it in the hip furniture at Kiki de Montparnasse, the SoHo boutique; in the Juicy Couture boutiques; and in the chicest homes in the country. [communesite.com] —CHRISTY HOBART

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