

BY CHRISTINE EISNER

# commercial comforts

Women running *trendy commercial spots* find that cozy customers are happy customers.

## DESIGNER-OF-THE-MOMENT

Tory Burch invites you to enter each of her stores through vivid-orange lacquer doors that proclaim her unique aesthetic. Recent trends of minimalism in retail store design simply weren't for her. "I wanted to go in the opposite direction," says Burch, who opens a new location in Palm Beach, Fla., in October. "I want to make people feel like they're in my home — with rich green carpeting, vast planes of mirrors, plush white couches and our signature front doors."

Burch is not alone in her sentiment. More high-fashion women are turning retail or upscale dining into a familiar personal experience, designing commercial spaces with colors, and fixtures as well as accents that blend together and seem, well, downright domestic.

Lilly Pulitzer, whose redefined resort wear in the 1960s was scooped up by loyal fans, including first lady Jackie Kennedy, has just redesigned her 100 stores nationwide. Her retail spaces now convey that same unpredictable blend of stateliness and personal whim that permeates her residential compound in Florida, which she refers to as "The Jungle." Pulitzer says she didn't worry about every little thing — whether decorating her home or her stores. "Somehow it always seems to work out," she says. (Proof positive is the miniature Picasso print that hangs above a litter box in her guest bathroom!)

Suzanne Latapie, former manager of the La Gou-



UPPER LEFT: BISTRO CHAT NOIR; UPPER RIGHT: TORY BURCH STORE INTERIOR;  
BELOW: LILLY PULITZER SHOWROOM SETTING.

*"This space is supposed to feel special, like you've just dropped in to see friends."*

SUZANNE LATAPIE OWNER, BISTRO CHAT NOIR

lue bistro in New York City, opted for a more personal approach in her year-old venture, Bistro Chat Noir, which is located in a Manhattan townhouse. "This space is supposed to feel special," Latapie says, "like you've just dropped in to see friends."

Any visitor to the restaurant can not

help but ask: How do the new white oak floors appear so old and full of character? Latapie smiles. "I figured, 'Why don't we just scatter shards of concrete [from the renovation] and just see what happens?'" she says. "Now it's like an old house, warm and friendly. Just the message I wanted to send." ■