

James Lane

— Style & Design —

August 2021

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Sara Goldfarb p. B-4

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Sara Goldfarb

Designing Relaxed, Livable Hamptons

By Ty Wenzel

When touring beautiful manses in the Hamptons, you will notice they have distinctly similar features that define the “Hamptons Style.” Vaulted ceilings, balconies overlooking the pool, outdoor kitchens, cedar shingles, and the Gambrel style roof come to mind instantly. The last decade saw modern homes begin to dot the quaint beachscapes with their sandy roads and they, too, have a signature look.

Douglas Elliman agent, Sara Goldfarb, who has closed over \$50M in transactions across the East End in 2020 alone, has been busy — as a designer. When we caught a glimpse of the latest home she fashioned from top to bottom, we were stunned by how beautiful it was in a not-so-familiar way, taking inspiration from many trends that will ring true to the Hamptons style — but by adding flourishes of her own, she redefines it within the contemporary context.

The Sag Harbor residence that she recently completed has eclectic touches of BoHo, Scandinavian, and even Minimalism — pristine, vast, and, somehow, warm. Goldfarb met with us to discuss her home and her process of designing such a stunner while also being a rockstar realtor during the busiest epoch of real estate transactions in the history of the East End — during a global pandemic.

Sara, we learned that you and fellow power-agent, Tal Alexander, sold the Campbell stables with its architectural masterpiece home in Sagaponack, with a last asking price of \$19,995,000. Congratulations!

Thank you! It’s interesting that in 2020 my big challenge was selling co-ops on the ocean at Gurney’s in Montauk (which we sold out), and in 2021 it was selling equestrian farms. Both are arguably two unique products for this market — and I’m just waiting to see what (unique!) property is next on our list.

We have a particularly keen eye for interior design as well. When we saw the photos we were floored. Can you tell us a little about the home?

I toured the home in March of 2020 — the last day showings were allowed in the state until all Covid restrictions were lifted. I knew the house had great bones and I’m a big visualizer — in both life and real estate — so it was a no-brainer that I could create an open concept floorplan and maximize the lot. The house was built in the 1800s so of course the minute we opened walls we were basically taking everything down to the studs — but I tried to keep as much of the original detailing as possible, while also upgrading the space to live.

It sounds daunting and fulfilling at the same time. How long did it take?

This home took about eight months — starting demo in December of

2020 — and of course with any project I’m still finishing a few things, but we moved in right before summer started. Since my life is real estate, I’m lucky to be able to tour and show beautiful homes across the Hamptons. This is the third home I’ve owned since being out East, and I’ve learned a few things along the way. I’ll also credit Pinterest for major inspiration. I have boards for all the properties I work on.

Did you have any design training? Where did this talent come from?

My mother has beautiful taste — so I would say I’ve learned a few things from her. She goes to the depths to find unique design items and sends me her ideas. I’m a quick learner and picked up a few new software skills so I could create and render the rooms and layouts on my own. My background in technology has made me a constant learner.

There are many style elements that you incorporated throughout but how would you yourself describe the style of the home?

Relaxed, livable Hamptons comes to mind — but I also incorporated elements of Cali-Cool (Malibu surf) and Sag Harbor transitional. My previous home was a mix of blacks, greys, and neutrals, so this one I knew I wanted to keep it even more neutral — I don’t have one piece of black as part of the space, which is arguably very hard to do!

Indeed! Do you have any websites, books, or magazines that you turn to for inspiration?

Pinterest should be everyone’s “secret” weapon for anything related to real estate and interiors. Of course I always look through the major design magazines as well — Architectural Digest, Luxe, Modern Luxury Interiors.

Where did you source textiles, furniture, lighting for your designs?

I made it a point to shop locally here in the Hamptons as much as possible — with major anchor pieces from Jan George in Sag Harbor, textures and accents from Homenature, and pieces from Montauk Sofa.

Do you stage homes that you’re representing as well? If not, this might be something to consider.

Absolutely. One of the first things I do is tell my clients what we need to change in order to sell. I don’t just take a listing to put it on the market — I put a listing on the market to sell it. The items that typically need to be changed start with the interiors, and it’s no secret that a home that is furnished and considered turn-key will absolutely sell faster than an empty one. I bring in D&J Concepts and we spend several days (or whatever is necessary) to move furniture and accessories around or bring in something as simple as a sisal rug which can completely change a



Photos by Lena Yarmenko



space. I’ve even had clients re-do kitchens or paint cabinets. In this scenario, the week it was complete, and we began showings — we got our first offer, just as expected.

What are some interior trends that you love currently?

I’m designing another home in Sag Harbor (not this one!) that I’m putting on the market at the end of August, and that house has a sophisticated, modern barn look. I’m taking the “modern barn” trend one step further to create something timeless and turn-key, and I’m including furniture and everything down to towels and bedding as part of the sale.

We’d love to see it when it’s ready! As a realtor, why did you choose Douglas Elliman out of all of the brokerages in the Hamptons?

I’ve been working alongside Tal and Oren Alexander for over two years now and represent our team here in the Hamptons. I joined Douglas Elliman back in 2019 working as the head of marketing for the Alexander Team and made the jump to sales in January 2020. I always knew I wanted to be in the Hamptons living and working full time, and so I transitioned from our Madison Avenue office in the city to our office in East Hampton.

Having a marketing background is so advantageous to the hyper-competitive nature of real estate! How do you enjoy your downtime?

Ha! I’m not sure I know what downtime is. I can say that when you love what you do, you don’t feel like you work a day in your life. It’s taken time and hard work to get here, of course. I’ve also learned that real estate is absolutely what you make it — and I’m grateful and excited to be in it for the long haul.

To learn more or to view Goldfarb’s listings, click [here](#) or email sara.goldfarb@elliman.com.

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 — POST

Fern Mallis

The Founder Of New York Fashion Week To Be Honored At Hamptons Fashion Week

An interview by Dee Rivera, founder of Hamptons Fashion Week



Dee Rivera

Known as the “Godmother of Fashion,” Fern Mallis’s career spans the fashion gamut. Not only was she the Executive Director of the Council of Fashion Designers of America, and the creator of the iconic New York Fashion Week, she hosts a conversation series at the 92Y in Manhattan entitled “Fashion Icons with Fern Mallis,” where she’s interviewed many fashion greats like Marc Jacobs, Tom Ford, Donna Karan, and Calvin Klein.

The former Senior VP of IMG Fashion has also been featured on shows like “America’s Next Top Model,” and four seasons of “Project Runway,” among many others.

Mallis will receive the Fashion Icon Award at the upcoming Hamptons Fashion Week, on Saturday, August 7, at the Southampton Arts Center. Dee Rivera, the founder of Hamptons Fashion Week sat down with Mallis to have a conversation about the founding of New York Fashion Week, the early days, the fond memories, and what’s next for her.

Fern, when people think of NYFW they think designers, fashion, and Fern Mallis. What inspired you to create NYFW?

I’m glad people think of all of that when NYFW is mentioned. Creating an organized Fashion Week was not anything that I was originally inspired to do, it was a common sense reaction to an unfortunate accident. When I was selected to be Executive Director of the CFDA (March 1991), Fashion Week was not on the agenda or even discussed. The incident that truly sparked this was thanks to Michael Kors. He had a show in an empty loft space in Chelsea. When they turned the bass music on, the ceiling shook, and plaster from the ceiling landed on the shoulders of supermodels: Linda, Naomi, Cindy, Christy, etc. They kept walking as they brushed off their shoulders. But the chunks of plaster that landed in the laps of Suzy Menkes from the International Herald Tribune and Carrie Donovan, the New York Times fashion critic led to the next day’s headlines: “We live for fashion; we don’t want to die for it.” This incident was followed by a blackout at an Isaac Mizrahi show, and elevator breakdowns with major editors inside going to a Donna Karan show, among other accidents. This led Stan Herman, president of CFDA, and I to come up with a safe and sound solution to presenting fashion shows in New York.

Did you think NYFW would grow the way it did? Tell us about the beginning.

I’m thrilled at how the concept of “organized, centralized, and modernized” shows took off. I literally “dialed for dollars” for several weeks until we secured sponsorships from Vogue, Bazaar, Elle, T&C, NYT, General Motors, and others. This was the first time fashion shows had corporate sponsors. At the beginning it was called 7th on Sixth, and we had three venues in Bryant Park . . . two tents on east and west sides of the lawn. Gertrude (named after a statue of Gertrude Stein which was always in the backstage area) and Josephine, the tent on the Sixth Avenue side of lawn (part of the Josephine Shaw Lowell Fountain was inside), and Celeste was the venue in the Celeste Bartos Forum of the NY Public Library.

The first Fashion Week was launched in the fall of 1993, and we presented approximately 60 shows including Calvin Klein, Donna Karan, Ralph Lauren, Oscar de la Renta, and Carolina Herrera. Our sponsors had a small sign in the entrance-way, and were allowed to hand out their products, such as Evian water, Prescriptive’s lipstick, Clairol, and others. Over the years the venues constantly changed and evolved, and eventually we were allowed to build this fashion city on the lawn of Bryant Park with a majestic entry up the stairs on Sixth Avenue with the seasonal graphic front. And sponsors became more important and visible at the venues.

Are there fond memories that stand out to you from NYFW?

I have so many, but I think Bill Blass’s last show at NYFW was very special. It was occurring on the morning of Hurricane Floyd hitting New York with pounding rain and winds. We had every city agency on board to make sure the tents were safe and secure. But we couldn’t stop the rain from dripping in everywhere. Bill Blass was “the Dean of American Fashion” and had a lustrous career. His models got there early, they were all dressed and in hair and make-up and Bill was smoking his cigarette and pacing backstage waiting for the guests to arrive which was difficult with the weather. The press, retailers, his socialite customers, and friends were arriving late with umbrellas blowing away, and everyone was soaking wet but no one wanted to miss this finale to his career.

He was ready to cancel and said to me “It’s okay, I’ve done the collection and I’m proud of it . . . but this is dangerous, let’s stop now.”

I told him we weren’t letting him end his career without seeing this show. It eventually started maybe an hour late and it was magical. Red, white, and blue lights hit the proscenium, and the music was all Gershwin, Lerner and Lowe, and memorable American tunes. At the



Fern Mallis. Photo by Sophie Elgort

end of the show when he came out to a standing ovation from 1200 attendees there wasn’t a dry eye in the house — and it wasn’t from the rain. The rest of the shows that day were cancelled and we had to re-schedule them later in the week.

What do you think it will be like for fashion designers as we are riding out the wave of Covid?

The good news is that we are all still wearing clothes. We don’t have to go to the theatre, or museums. But we all get dressed every day. Covid has severely impacted many fashion businesses and forced many to close. Others who were able to “pivot” (the word of the year) survived. Many flourished as they quickly learned how to develop their DTC (direct to consumer) technology as people were not going to stores. Clearly the casual, athleisure wear was huge. But now there is a big pent up desire to dress up and go out and attend parties and benefits and lots of people were able to save money over the last year and half and are anxious to spend it. Covid forced every business to reevaluate and prioritize what was most important. The luxury business is breaking their all-time records. But it’s still a delicate balance and the fall and holiday season will be crucial for the fashion and retail industry. Let’s hope the new Delta variant doesn’t set us back to a year ago, and that the upcoming NYFW will still go forward with its very exciting roster of designers.

What is next for Fern Mallis?

I’m happy to share that during Covid, we created a dedicated 92Y YouTube playlist of my Fashion Icon interviews. Hit the link in my Instagram bio and it takes you right there. This keeps changing as we add new ones from the archives. I’m also excited to announce a second edition of my book “FASHION LIVES: Fashion Icons with Fern Mallis.” The first book launched in 2015 features 19 inspiring, no-holds-barred interviews with American fashion icons including Tom Ford, Marc Jacobs, Calvin Klein, Donna Karan, Michael Kors, Tommy Hilfiger, Betsy Johnson, Polly Melten, Bruce Weber, and Oscar de la Renta, and more. The new book will be out in spring of 2022 and will

launch with Nordstrom. It includes my 92Y interviews with Valentino, Leonard Lauder, Victoria Beckham, Rosita and Angela Missoni, Zandra Rhodes, Bob Mackie, Christian Siriano, Tim Gunn, Billy Porter, Stan Herman, Bethann Hardison, Arthur Elgort, Iris Apfel and me, along with never before seen photos.

You are receiving the Fashion Icon Award at Hamptons Fashion Week. Did you ever think that the Hamptons would be a go-to for fashion?

The Hamptons have always had a very fashionable reputation. Our communities here are filled with successful people from New York and beyond who all appreciate and wear great clothes. Many of our designers have second homes here, and the roster of designer stores and brands that have opened here prove that this is a fashion town(s).

I’m always excited when a city or community creates a Fashion Week to bring attention to designers. During my career at IMG I’ve been involved with Fashion Weeks in LA, Miami, Mumbai, Berlin, Sydney, Melbourne, Toronto, and more. I’ve also been a champion and advisor for many years to Nashville Fashion Week, Charleston Fashion Week, Philly Fashion Week, St. Louis Fashion Week, and Indianapolis Fashion Week, among others.

And now, *voila* . . . there’s a Hamptons Fashion Week. I’m looking forward to coming to the event and seeing all the newcomers featured at the show and I’m very honored to receive the Fashion Icon award!

What advice would you give future fashion icons out there who are trying to make their mark?

The first advice I always give is “Be nice.” No one needs or wants to work with divas. It’s a tough business but when you make it the rewards are significant. Passion, drive, and talent are essential. It also helps to have a business partner, someone who has your back so you can be creative. Financing is also key, and start with a good lawyer before you make mistakes that will be costly. It takes many years and acknowledged success to become a “Fashion icon” . . . don’t start out with that goal in mind.

Work hard, stay focused, and find your special niche.

What makes you tick?

Being here at my home in the Hamptons on a beautiful lake keeps me ticking. My affectionate cat named Dimples keeps me smiling and I have a great group of friends here and we all look out for one another. My four adorable grand nephews and niece — Theo, and Milo, and Rex, and Lila provide me with much needed ticking.



Fern with Christian Siriano. Photo courtesy Fern Mallis

Matriark's

Patricia Assui Reed

By Jessica Mackin-Cipro

Patricia Assui Reed is the founder of Matriark in Sag Harbor, a retail shop located in a beautiful Victorian house on Main Street that supports women-owned clothing brands. We caught up with Reed to learn more about her shop, her background, Matriark's give-back initiative, and her love for Sag Harbor.

What inspired you to start Matriark?

I knew there was a lack of representation in the C-suites and the highest ranks in large fashion companies. I believe everybody wins when women have money and power, so I decided to focus on women entrepreneurs in fashion and design, the areas that I had experience in. The more we support them, buy from them, celebrate them, the more money goes to independently owned businesses, and hopefully this helps equalize the balance of power in our industry, and helps to advance gender equity and equality.

Tell us a little about the store, as well as the brands and products you offer.

We are located in the heart of Sag Harbor, in a beautiful Victorian house, and we feature women-owned clothing brands such as Zero Maria Cornejo, Ulla Johnson, Chufy, Rachel Comey, Anaak, KZ_K Studio, Sachin & Babi, Grammar NYC and Royal Jelly Harlem, jewelry brands

such as Lulu Frost, Pamela Love, Camila Sarpi, and ARQVO, ceramic artists like Liadain Smith and Daphne Verley, and so much more. This year we also have a Bonberi Mart pop-up with plant-based prepared juices, salads, and snacks.

Tell us a little about your background and what brought you to this point.

I have worked as a retail buyer since the beginning of my career, and I've had the privilege to work with many incredible brands and with different categories. Looking back, everything I learned and went through prepared me to start Matriark, and I am very grateful for each experience.

You donate 2.5 percent of net sales to i-tri and 2.5 percent to Ms. Foundation for Women, can you tell us a little about how and why you became involved with these causes?

i-tri's founder Theresa Roden is a maverick and a wonderful person. She is empowering girls through triathlon and she is right here in East Hampton. It was important to me to support a local organization that does so much for girls and the future women of the East End.

One of the founders of Ms. Foundation for Women was Gloria Steinem, and they have been doing incred-



Patricia Assui Reed.
Photo courtesy Matriark

ibly powerful and meaningful work towards gender equity for many years now. Their organization focuses on women's needs in the entire U.S., so this was my way to contribute to an organization touching the lives of different women all across the US.

How have you had to pivot due to Covid-19? How has business been this summer?

We were fortunate to be open since June 2020, and that many people were quarantining in our area. Although it wasn't easy, we were OK. Our business stayed the same, and

we are now having a great season. People are ready to see their friends and families again, and they are ready to shop.

Talk a little about Sag Harbor and what you love about the town? What does the perfect day in Sag Harbor look like?

Sag Harbor is truly a special town. I love that everything here is open year round, and that we have a strong community that is highly committed to maintaining this town's heritage and history. A perfect

day in Sag Harbor starts with a yoga class at Yoga Shanti, then a green juice from Bonberi Mart at Matriark, followed by a walk home through the beach. Then maybe a little later some lunch at Dockside Bar & Grill, some shopping on Main Street (at Matriark of course, but also at Ethel & Rowe and The Kite Shop and The Wharf Shop for my kids, Ryland for my husband, and Sylvester & Co for home gifts). I don't go out at night too often — I have two kids, by 9 PM and I am pretty done for the night — but if I go out to dinner, maybe Dopo La Spiaggia or at Lulu's would end my day on a good note.

Shop & Stroll

To Benefit the Southampton Animal Shelter

Shop & Stroll through Southampton to benefit The Southampton Animal Shelter Foundation.

Nikki On The Daily and James Lane Post present the inaugural Southampton Shop & Stroll, a self-guided shopping event through Southampton Village on Friday, August 6, from 3 to 7 PM to benefit the Southampton Animal Shelter Foundation, spotlighting stores Veronica Beard, Michelle Farmer Collaborate, Jade Trau, and ZADEH. The Shop & Stroll is presented in collaboration with Hamptons Fashion Week.

It's a free event that aims to bring together Southampton residents and visitors alike for an afternoon and evening that promotes local business and celebrates community through togetherness after a year of social distancing. Participants are invited to explore the beautiful businesses in Southampton Village and engage with spotlight stores as they offer a special on-site activation.

Each store has generously pledged a percentage of proceeds that will

benefit the Southampton Animal Shelter Foundation, a non-profit organization and safe haven for all animals.

"The Hamptons is full of so many wonderful events year round, especially during the summer months," said event organizer Nicole Teitler of Nikki on the Daily. "The inaugural Southampton Shop & Stroll celebrates a return to community and togetherness. I'm grateful for each spotlight store's enthusiastic participation and I hope everyone involved walks away with something special."

Jade Trau on Jobs Lane will offer complimentary ear piercings in collaboration with New York City-based piercer, Southundre. Fifteen percent of each sale made will be donated to the Southampton Animal Shelter Foundation.

"When I visited Southampton for the first time, I knew I wanted to open my first store here," said Jade. "I loved the easy casualness of the village and wanted to bring our jewelry here — it felt like the perfect fit. The collection is our version of new diamond classics. They are the pieces you buy, don't

ever want to take off, and never regret having. Each piece is handmade in 18-karat gold, platinum, and ethically-sourced natural diamonds."

Veronica Beard, which opened on Main Street in Southampton earlier this year, is brought to us by sister-in-law design team Veronica Miele Beard and Veronica Swanson Beard. The shop will donate 10 percent of sales to Southampton Animal Shelter Foundation and will have refreshments in-store.

"We believe in building a collection that is inclusive of women everywhere and makes them feel confident every single day," said the Veronicas.

ZADEH, a luxury jewelry shop on Main Street, will dedicate sales from its signature Cayenne bracelet to the Southampton Animal Shelter Foundation. The bracelets retail for \$118 and 100 percent of sales will be donated. Wine and nibbles will be offered to guests. Catherine Zadeh, the designer, will be in attendance to meet and greet guests.

Ethical in its production process, ZADEH sources sturdy and renewable materials to stand up to the ac-

tive lifestyle of the modern man and woman. Catherine's refined and sophisticated designs evoke a carefree nonchalance, a fluidity between formal and casual, masculine and feminine.

Michelle Farmer Collaborate on Jobs Lane — founded by Michelle and Peter Farmer, a husband and wife team with creative eye for fine fashion — will donate 10 percent of all sales to Southampton Animal Shelter Foundation.

The boutique features Michelle Farmer's original fashion designs, which include versatile pieces that are known for flattering fits and beautiful fabrics. The line includes richly hued blouses, flowing dresses, statement pants, gowns, and more.

"This event provides a fun and interactive way to support not only the Southampton Animal Shelter Foundation, but also the participating retail shops, all while strolling through beautiful Southampton Village," said Jessica Mackin-Cipro, the Editor-in-Chief of James Lane Post.

Visitors and customers are encouraged to get social and promote com-

munity. Snap a photo in each store, create an Instagram post, and tag the store involved (@veronicabeard, @michellefarmercollaborate, @jadedtrau, @zadehny), @nikkiontheday, @jameslanepost, and @hamptons-fashionweek. All posts are automatically entered for a chance to win a basket of locally crafted goods, courtesy of James Lane Post.

Following the stroll, guests are encouraged to stop by the Hamptons Fashion Week kick off party at Arte Collective from 5 to 8 PM.

"It's getting Haute in the Hamptons with Hamptons Fashion Week. Get ready for our full frontal runway show including our award for Fashion Icon of the year to Fern Mallis," said Dee Rivera, the CEO of Hamptons Fashion Week.

The Southampton Shop & Stroll is presented in collaboration with Hamptons Fashion Week, which will feature runway shows at Southampton Arts Center, a book signing with Jay Manuel, and will honor New York Fashion Week founder Fern Mallis. Hamptons Fashion Week will take place from August 6 to 8.



Shop Local Spotlights

Jewelry For Summer



JADE TRAU

About: Crafted in the heart of New York City, each Jade Trau design is created in 18K gold or platinum with ethically sourced diamonds. Jade Trau produces timeless pieces that their customers enjoy for generations to come.

Fun Facts: Owner Jade Lustig wants you to feel a relaxed vibe in her Southampton store. They love having kids in the store and encourage you to come in as a family. They even have little seats and tables in the front of the store with snacks and activities hiding behind the counter. Jade is in the store almost every day and loves helping clients style their existing pieces with items from the collection. She can also recreate client's existing jewelry into updated designs.

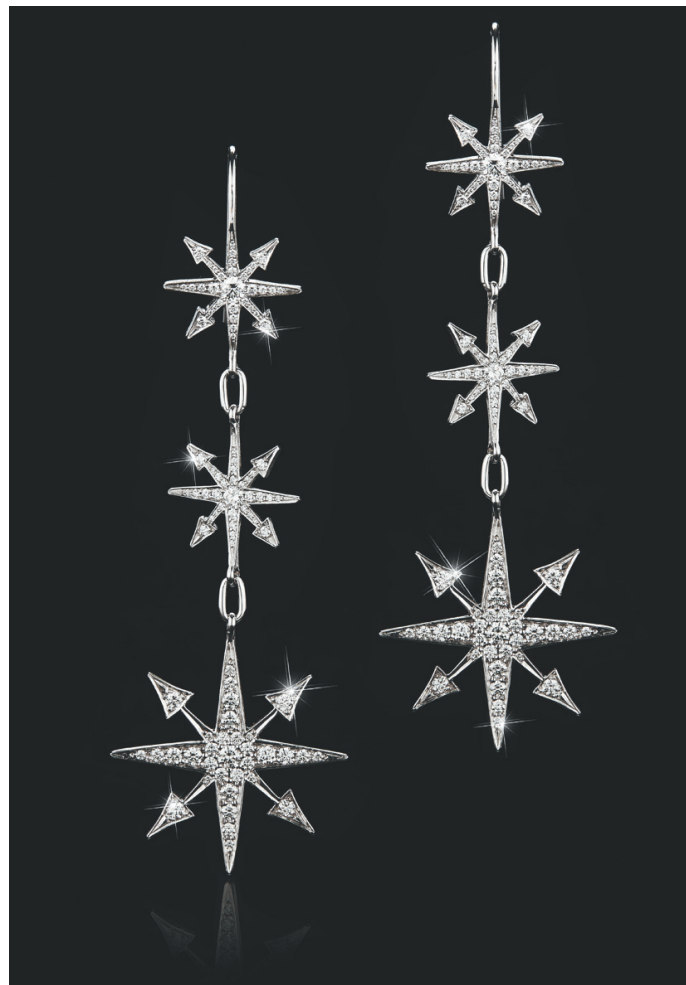
Giving Back: Jade Trau is participating in the Southampton Shop & Stroll event and 15 percent of every sale will be donated to the Southampton Animal Shelter Foundation.

Day Off: Jade is learning to surf these days. She took her first lesson one evening at 7 PM and watched the sun set into the ocean while sitting on her board. Now that's an amazing Hamptons experience!

Location: 46 Jobs Lane, Southampton

Website: jadetrau.com **Instagram:** @jadetrau

Above: "Jade's Favorite Stack" is handcrafted in 18K gold and natural diamonds. It includes a curation of their bestselling rings. Price available upon request.



KRISTEN FARRELL

About: Kristen Farrell is an artist, goldsmith, and designer creating one-of-a-kind and limited production pieces using the finest materials. You can feel the love she puts into every piece of her wearable art.

Fun Facts: Kristen works by appointment in her intimate East Hampton workshop and boutique, which gives clients a personal and one-of-a-kind experience.

Giving Back: Kristen gives back to the Present/Levison Advanced Fellowship in Inflammatory Bowel Disease at The Mount Sinai Hospital.

Day Off: You'll find Kristen taking a long walk on the beach in Montauk with a sketchbook on her day off. Kristen also spends hours on her bike. She makes time to see her family for a drink while watching the magical sunsets on the East End.

Location: 78 Main Street, East Hampton

Website: kristenfarrell.com **Instagram:** @kristenfarrelljewelry

Above: Kristen Farrell's "All Mine" earrings are crafted in 18K white gold and diamonds. Price available upon request.



By Lisa Frohlich

Summer is the season to let your jewelry shine.

With warm weather and lightweight fashions, summer is a perfect chance to show off your favorite jewelry pieces. Brightly colored pieces are one of my favorite summer trends because they add vibrance and enhance a neutral look. Rich colored gemstones add a romantic feel to a summer night. You can never go wrong with ocean-inspired pieces since it's all about the beach in June, July, and August. And finally, rose gold has a natural warmth that reminds me of a setting sun with its pink and gold tones. These wonderful jewelry stores in the Hamptons will help put a smile on your face, all while giving back to several meaningful charities.

Lisa is wearing the breathtaking Kristen Farrell Mystical Talon medallion on a chain. This piece is crafted in 18K white gold, emeralds, and diamonds. Price available upon request.



SUSAN NIELAND

About: Susan relocated to East Hampton in 1998, and has been designing one-of-a-kind necklaces, earrings, bracelets, and rings for over two decades. Susan collects beach stones along the coastal shores of The Long Island Sound and all over the East End. For many years the collection was featured exclusively at Barneys New York. Susan works by appointment out of her East Hampton studio.

Fun Fact: Susan likes to set her beach stones, sea glass, and shells in the natural state that she finds them in, and therefore doesn't polish the stones. She enjoys finding the most unusual stones in Montauk. The brass she uses is 99 percent recycled and the stones wash up onto the shore, no mining is required.

Giving Back: Susan is an involved member of the Hamptons local community and gives back to The Retreat, i-tri, Madoo Conservancy, and East Hampton Food Pantry.

Day Off: When Susan isn't designing in her studio, she enjoys swimming in the bay and the ocean.

Location: 21 Gould Street, East Hampton

Website: susannieland.com **Instagram:** @susannielandjewelry

Above: The brass center band is The Medium Fold Over Ring, \$185. The two brass outer bands are The Stacking Bands, \$95 each.



MAYFAIR ROCKS

About: Mayfair Rocks in East Hampton is a next-generation boutique of talented designers including Renna, Dana Bronfman, Emily Wheeler, Melissa Kaye, Sorellina, Marlo Laz, and many more. They are known for their excellent customer service, and they have a devoted client following.

Fun Fact: Mayfair is a fourth-generation family-owned and operated business.

Giving Back: Mayfair is involved in the Present/Levison Advanced Fellowship in Inflammatory Bowel Disease at The Mount Sinai Hospital. They are also involved with The Retreat.

Location: 19 Main Street, East Hampton

Website: mayfairrocks.com **Instagram:** @mayfairrocks

Above: Sorellina Monroe Crescent Hoops are made from 18K yellow gold, turquoise, pink sapphires, and diamonds. Price available upon request.



ZADEH

About: ZADEH sources renewable materials to create refined and sophisticated designs that fit into the active lifestyle of the modern woman and man. ZADEH bridges the gap between formal and casual with pieces that are wearable art.

Fun Fact: ZADEH are pioneers of gender-neutral jewelry so when couples come in the store, they are excited to find an aesthetic appealing to both genders. They design with a utilitarian parachute cord and pair it with precious metals and sustainable materials to create sophisticated designs.

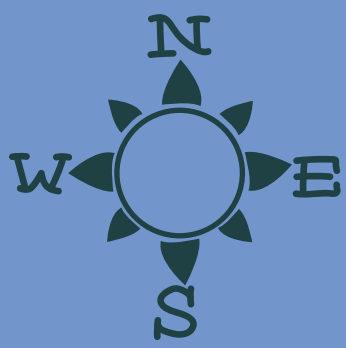
Giving Back: ZADEH partners with the Southampton Hospital for charity events and they also support the Hampton Classic.

Day Off: When owner Catherine Zadeh has a day off, she spends time with her family and loves to take in the beauty that the Hamptons has to offer. The Zadeh store has always been closed on Saturdays because Catherine's family and their schedules take precedence.

Location: 94 Main Street, Southampton

Website: zadehny.com **Instagram:** @zadehny

Above: The Kayla Necklace is a wood circle pendant, adorned with an 18K gold elongated flat pyramid, draped on an adjustable signature parachute cord. Price available upon request.



GUILD HALL 90TH ANNIVERSARY MAP OF SUPPORT



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La Dolce Vita

Sip in the last bits of summer with these one-of-a-kind finds, sourced locally and further afield. Among our favorite purveyors are the delectable LaDoubleJ and Emporio Sirenuse, both plucked from the Italian Riviera, along with hometown heroes Solid & Striped and Katama, known for their top-notch swimwear. Cap it all off with a bottle of sabered Dom Perignon, and you've got all the makings for an unforgettable end to summer.

By Zachary Weiss



La Double J La Scala Dress - \$1,290



RBT Champagne Saber - \$125



Katama Emerson II Navy & Cream Polka Dot - \$165



Away The Packable Carryall - \$75



MoMA Design Store Dunsen Dunsen Towel - \$44



Dom Perignon Champagne Brut 2009 Luminous Label 4 1.5L - \$699.99



Solid & Striped The Ann-Marie Printed Swimsuit - \$168



Tombolo x Le Sirenuse Franco's Bar Uniform - \$128

Yubal Márquez Fleites

Arte Collective Contemporary & Fine Art

By Jessica Mackin-Cipro

Photos by Aleksandr Karjaka
Styling by Tavia Sharp

Yubal Márquez Fleites, the owner of Arte Collective Contemporary & Fine Art in Southampton, sat down with James Lane Post to discuss his gallery and inspirations.

What inspired you to start Arte Collective?

I've always heard the saying: "One should listen to the inner child that lives within and speaks to us." It's funny how things work out, because since I was very young, according to my mother, I've always had an innate curiosity and fascination for the arts and creating in general.

And it was this very youthful interest that drew me in to admire the works of several particular artists, admire their creations, and explore their enchantments, mystery, and emotions. For example, this is the case with my all time favorite Jean-Michel Basquiat, whose work I've been intrigued with since I was about eight-years-old. His emotion, passion, life experience, poetry, aching and essence deeply resonated with me, and how it all came together in an imaginative ludic environment.

The universe that revolves around the art industry holds its own complexities and can certainly be an intricate one to navigate; this is particularly the case for artists that are in their formative years or early stages of their professional careers. For instance, one of the most common challenges that talented, underrepresented, and up-and-coming artists of-

ten face is how to exhibit their work in established and highly regarded galleries, exhibitions, and art shows. This sometimes brings the dilemma that if an artist doesn't have "enough experience," development or associations, even if the ability is there, the path can be a very steep one. In the beginning, Arte Collective was inspired by this need of providing great exhibition opportunities to those whose talent and creations had not been necessarily "discovered" in the mainstream before and it has evolved into fostering, developing, and supporting artists in all professional levels with a focus on modern and contemporary art.

Tell us a little about the gallery and the artists you represent.

One aspect that is constantly mentioned by visitors and clients is the welcoming environment and cheerful energy that characterizes our gallery, located at 50 Jobs Lane in Southampton Village. This is complemented by the carefully curated selection of original artworks and sculptures by our resident artists that are full of vivacity, color, and depth in both concept and context. We also have a beautiful sculpture garden with 2,000 square feet of outdoor space displaying works by our resident and guest artists and also serves as a space where we can all safely come together to celebrate the arts and host private gatherings.

I have had the blessing of working and collaborating with multiple artists from all

walks of life, all of these past moments have served as an experience that has influenced how we work today. In our current gallery programming we have four very talented resident artists, Bob Clyatt, Bob Schwarz, David Rodriguez Francis, and Yenny Carruyo, whose existing works and latest creations will be shown in various exhibitions in the gallery throughout the year. Each of them has something very unique that makes them stand out, not only as artists, but as human beings as well.

Everything that is part of the artist flows onto their creations, their soul, ideals, emotions, faiths, and appreciation for sharing with the world something that is an innate part of what makes them who they are. As a rule, I won't curate or represent an artist whose work I would not collect myself or display on my own walls. At first glance it's the work itself, the energy that transpires from the piece, and is later validated by the artist, their concept and story. This is the key.

Tell us a little about your background and what brought you to this point.

My family is originally from Cuba. I grew up in Puerto Rico and moved to New York City about 10 years ago. Discipline and hard work has always been a part of my upbringing, first and foremost thanks to my loving and very Cuban mother Noemi — I owe her everything that I am today. I went to Military School during my forma-

tive years. I'm a US ARMY Veteran and was also part of the JAG Corps. Me in uniform and ready for anything, imagine that!

Soon after completing Law School, I decided to move from Puerto Rico in search of new opportunities and to expand my professional experience. Law School was a great academic experience that had always been a part of my professional goals, but I knew there was something else, something more that was closer to my passions waiting for me to discover.

Several great opportunities came to light across the United States, but it was New York that took the prize. I was offered a job at a very highly regarded and award winning

multicultural advertising agency, this allowed me to put my marketing, production, experiential, and creative strategy background to work surrounded by a very talented team and leadership.

Like Frank Sinatra once said: "Ah, the city that never sleeps!" This was when I got reconnected to the arts. Being in New York, one is surrounded by inspiration and I was constantly invited to theatrical performances, art shows, and gallery exhibitions, these experiences further sparked the artistic and creative energy that the eight-year-old me had always "talked" about.

This led to my first independently curated art show, then another and another, to participating in our first professional Art Fair (too many to count now), to opening our first pop up space in New York and Miami, to exhibiting at Art Basel Miami Week. Then came opening our first Gallery space in the Wynwood Art District, to more exhibitions and collaborations around the United States and beyond, and finally opening our gallery on the East End, which began in Bridgehampton.

From the first time I came to visit out East, I had always dreamed of having a gallery here, fast forward to the present and we are very grateful and appreciative that this is a reality today with our gallery in Southampton.

Talk a little about Southampton and why you picked it as the location for your gallery?

The Hamptons in general has a very interesting history that has always been appealing to me. From the first time that I was invited to visit for a weekend, I saw in the different areas something that I longed for; I grew up surrounded by ocean and nature, so I was instantly taken by all of its scenery, tranquility, and beauty.

Southampton has its own unique charm and classical style, in a very particular way it reminded me of home. We were very happy that in the midst of everything that happened last year, the Southampton Village leadership looked for ways to support all establishments in the area through its initiatives. I've come to have great relationships with new friends and clients alike, every day I get to meet and interact with the amazing people that are part of it and writing its history.

When we started in South-

ampton there were barely four or five galleries in the village, now we are part of a community of over 12 galleries and art institutions, that includes established organizations such as the Southampton Arts Center, the new Peter Marino Art Foundation, and famed auction houses such as Christie's and Phillips. It's honestly an honor to be mentioned in the same breath as these prestigious organizations. One can say that this makes the Southampton Village the unofficial art center of the Hamptons.

I certainly hope that we will be a part of this community for a very long time, and make it a home away from home.

What's next for you and Arte Collective?

We have a very exciting time and year ahead of us. One of our most important goals is to be able to foster, promote, support, and develop the arts, creativity and culturally on the East End, especially in Southampton and neighboring areas, while also giving back to the organizations and institutions that we believe in.

Starting with the opening event for Hamptons Fashion Week, followed by our participation in this year's edition of the Market Art + Design Art Fair in Bridgehampton. We have also partnered with Northwell Health and the Peconic Bay Medical Center Foundation to host an event in recognition of our Health Care Heroes and their efforts during the Covid-19 pandemic.

We will also be supporting one of our favorite causes during the Southampton Animal Shelter Foundation Annual "Unconditional Love" Gala and later in the year with our "Barks for Art" event at the gallery. We have several more upcoming projects to announce that promise to be very exciting.

In December, we will be heading back to Florida to exhibit during one of the most important and awaited dates in the art world, the highly anticipated Art Basel Miami Week. Following that, and in even better news, our resident artist Bob Clyatt has been chosen and invited to be a part of a very selected group of artists from around the world to exhibit his work at Louvre Museum in Paris, France.

Arte Collective will host the Hamptons Fashion Week kick off party on Friday, August 6, from 5 to 8 PM. Visit www.artecollective.com.





JLPSnaps

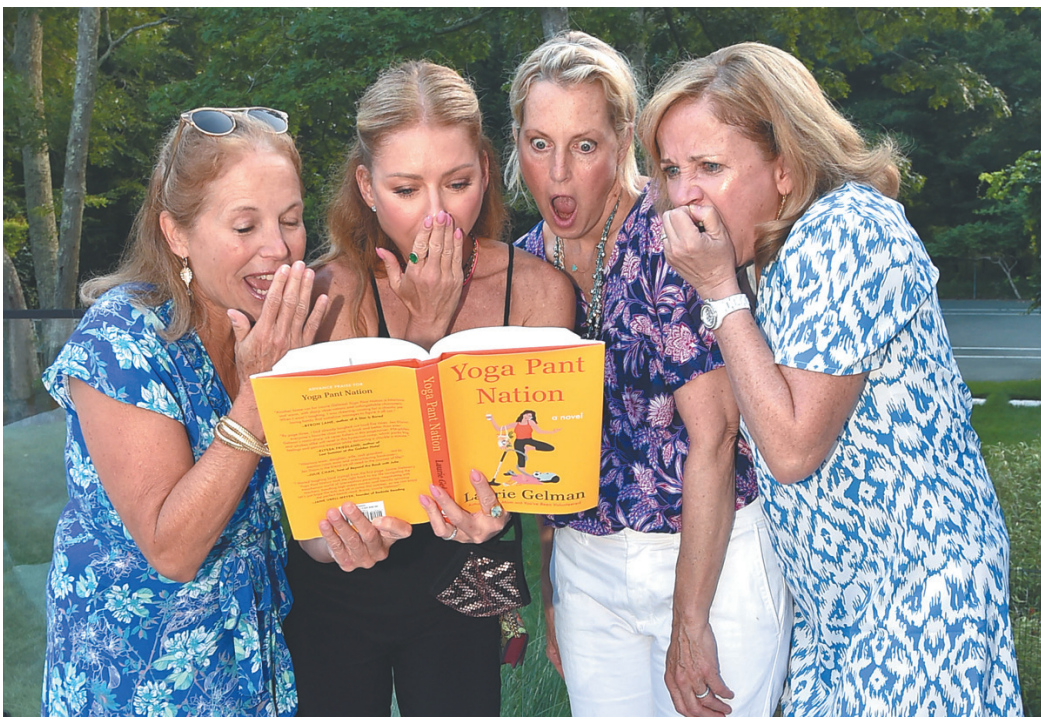
Wyclef Jean performed at Calissa in Water Mill on July 16. Photo by Rob Rich/www.societyallure.com



The Samuel Waxman Cancer Research Foundation hosted the return of The Hamptons Happening in Bridgehampton on July 10. Photo by Lisa Tamburini



Polo Hamptons was held on Saturday, July 24 in Bridgehampton, hosted by Christie Brinkley. Photo by Rob Rich/www.societyallure.com



Best-selling author, Laurie Gelman, celebrated the release of her new book "Yoga Pant Nation," at a private residence in Water Mill. Photo by Patrick McMullan/PMC



On June 23, American Humane hosted a special clambake at Dune Beach in Southampton. Proceeds from the event will establish the American Humane Military Working Dog Reunification fund. Photo by Rob Rich/www.societyallure.com



HamptonsFilm presented a SummerDocs screening of "The Lost Leonardo" on July 24, hosted by Patti Kenner at her private residence in East Hampton. Photo by Chloe Gifkins



R+R Lab Out East held a Brooks Pilates class with instructor Sarah Brooks on July 2 at the Southampton Arts Center. The event was hosted by Alexa Luria and Julia Mosby. Photo by @smwritingphotos



Joey Wölffer hosted a dinner at her Sag Harbor home on June 24, celebrating the Cara Cara brand and pop-up in her Sag Harbor boutique. Photo by Valerie Fraser



On June 25, Joey Wölffer hosted a celebratory event in partnership with Destination Hous and Hampton Social for the launch of Wölffer Estate Vineyards Cellar Series Own Rooted Merlot Rosé. Photo by Valerie Fraser



On July 23, Alex and Michael Toccin alongside Alexandra Dillard hosted an elegant waterside luncheon at Le Bilboquet in Sag Harbor. Photo David Benthall/BFA



Fourth The Kids, a non-profit organization, held its annual fundraising event on Sunday, July 4, at The Clubhouse in East Hampton. Photo courtesy Fourth The Kids



Ellen Hermanson Foundation held a luncheon to honor the women of East End media at V Café at Hampton Racquet on July 29.



To celebrate the 2021 summer season, Johnny Was hosted a shopping event at its Southampton store on July 10. Photo by Jared Siskin



A benefit for the Mariano Rivera Foundation was held at David Hryck's home in Southampton on July 17, which included a performance by Wyclef Jean. Photo by Rob Rich/www.societyallure.com



An afternoon of wellness was held at the Maidstone Hotel in East Hampton on July 9. The day included a pilates class led by Ashley Patten, summer wellness conversation with Sollis Health and Daily Dose, aromatherapy blending session with Naturopathica, and cocktails and caviar and wellness bites from Daily Dose. Photo by Benjamin Lozovsky, Lozophoto



The LongHouse Reserve in East Hampton held its "Say Yes" benefit on July 24. Photo by Lisa Tamburini



Womaness & Women's Health hosted a cocktail event at The Rose Hill Estate in Water Mill on July 22. Photo by Neil Rasmus/BFA.com



Oysters & Rosé

James Lane Post, Alise Collective, and Zachary Weiss invited guests for after-beach oysters and rosé at Hero Beach Club in Montauk on Friday, July 30. The event featured wine by Avaline and Peeko Oysters. Photos by Nick Norcia



Jean and Martin Shafiroff hosted a kick off party for Stony Brook Southampton Hospital's 63rd annual Summer Party on July 16, at their home in Southampton. The annual summer party is held to benefit the Jenny & John Paulson Emergency Department and the East Hampton Emergency Department. Oscar Mandes, Jean Shafiroff, Robert Chaloner. Photo by Rob Rich/www.societyallure.com

The Clubhouse in East Hampton hosted a performance by Sublime with Rome on July 16. Photo by Rob Rich/www.societyallure.com

A Preview Benefit Cocktail Party for the 2021 East Hampton Antiques & Design Show was held on the evening of July 16 on the bucolic grounds of Mulford Farm in the heart of East Hampton Village. Designer David Netto, Benefit Committee Chairperson Debbie Druker, Show Honorary Chairperson Marshall Watson. Photo by Richard Lewin



NYC Second Chance Rescue held its Hamptons Fundraiser on July 29 at V Café at Hampton Racquet. The event was hosted by Jennifer Brooks and Thuyen Nguyen. Photo by Lisa Tamburini

CROSSROADS: The Watermill Center Summer Festival kicked off on July 31. Photo by Martyna Szczesna, courtesy The Watermill Center



The Neo-Political Cowgirls hosted their fifth annual Andromeda Sisters Arts and Advocacy Gala at The Leiber Collection Estate in Springs on Saturday, June 26. Photo by Lisa Tamburini

Montauk Film Festival and South Fork Sea Farmers held a mid-summer fundraiser at Morty's Oyster Stand on July 18. Both Montauk Film Festival and The South Fork Sea Farmers are two East End nonprofits focused on sustainability. Kurt Giehl and MaryAnn Reilly. Photo by Jenna Goldring

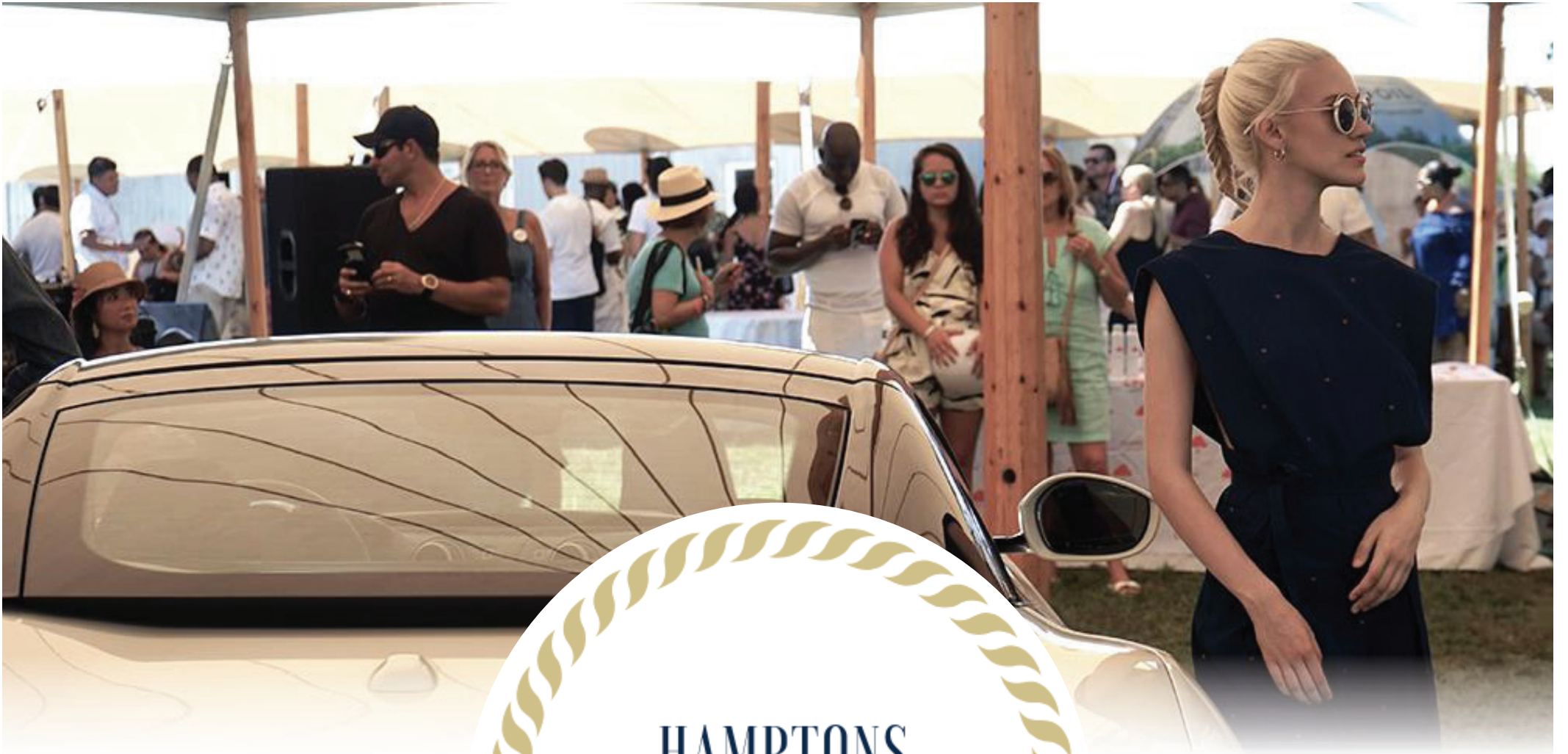
The South Fork Natural History Museum and Nature Center held its 32nd annual gala, "The Journey Forward: Reconnecting Through Nature," on July 31. Kara Ross, Andy Sabin, David Shaw. Photo by Lisa Tamburini



Don Lemon, Isaac Boots, and Tim Malone at the opening of Torch'd Shoppe. Photo by Kristin Gray Photography

Beside Reading held its first summer book signing, a "Wine & Sign" author event, at The Southampton Inn on July 21. Authors include Annabelle Bryant, Amanda M. Fairbanks, Laurie Gelman, Debby Kruszewski, Zibby Owens, and Margaret Rodenberg. Photo by Jessica Mackin-Cipiro

Southampton Arts Center held an opening for the exhibit "BEYOND THE STREETS on PAPER" on July 17. Ian Reid, David "Mr Starcity" White, Andrew Thiele. Photo by Sean Zanni for Rob Rich/SocietyAllure.com



Hamptons Fashion Week is Back!

Join us for our Two Day LIVE Event!
Plus Event will be Live Streaming Globally.

August 7th & 8th
Southampton, New York

Tickets:
hamptonsfashionweek2021.eventbrite.com



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Part of the proceeds from this event will benefit the Ellen Hermanson Foundation

NIKKI ON THE DAILY &
JAMES LANE POST INVITE YOU TO

*Southampton
Shop & Stroll*

FRIDAY, AUGUST 6
3 TO 7 PM
SOUTHAMPTON VILLAGE

*Join us for a self-guided shopping stroll through
Southampton Village to benefit the Southampton
Animal Shelter Foundation*

Spotlighting:

Z A D E H

MICHELLE FARMER

COLLABORATE

V E R O N I C A B E A R D

J A D E T R A U

*At the end of your stroll, join us at the Hamptons Fashion
Week kick off party at Arte Collective from 5 to 8 PM.
The Shop & Stroll is presented in collaboration with
Hamptons Fashion Week.*



NIKKI ON THE DAILY®

James Lane
— POST —



Please join Amber Waves and the Children's Museum of the East End for

CELEBRATE ON THE FARM

Thursday, August 12

6:30–8:30 pm

367 Main Street, Amagansett

Join us at Amber Waves for local bites and beverages to benefit FEEDING FAMILIES, a joint program addressing food insecurity in our community.

Co-Chairs

Janice and Jon Hummel
Sheraton Kalouria and Gary Bradhering
Grace and Guy Shanon
Kim Slicklein and Lee Dawson
Judie and Stephen Taylor

Host Committee

Katrina and Kevin Dudley
Drs. Dimitry and Yelena Goncharov
Michelle and Daniel Grant
Riva Horwitz and Joshua Easterly
Crystalyn and Kevin Hummel
Melissa and Zul Jamal
Sally Sunshine and Peter Persico
Amy and Jeff Tarr
Lisa Herbert Winter and Ricardo Winter



Scan here to purchase tickets
For more info:
lara@cmee.org

