

# James Lane

— Real Estate / Style —

June 2022

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*Photo by Ty Wenzel*

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# Matthew Breitenbach

## Real Estate, Family, & Work Ethic

By Ty Wenzel



**M**atthew Breitenbach has always been on our radar as a real estate powerhouse. When he went solo, we took notice. He may have not been the first to brand out his business, but it was one of the best fully-thought-out and designed brands we'd ever seen. In this deep-dive into Mr. Breitenbach's work, you'll find that it always comes back to his core beliefs, work ethic, and family. And his family includes some of the most powerful real estate connections imaginable. It was a pleasure for us to meet with him to discuss his vision, how he maneuvered during a global pandemic, and his groundbreaking branding.

### You must have not known how insane the pandemic was going to be for the East End and real estate in particular. What were your thoughts when it first started?

To be honest, I was really scared. I didn't know if I was ever going to sell a house again. I was also trying to really help any clients I had in New York City that kept calling me. They were the most scared. They were worried the government was going to shut down New York City and not let people out of the city. I did feel like an essential worker because I was guiding these clients through the process and keeping them safe and calm.

### Wow, that sounds harrowing.

Here's an example... I was able to swing an off-market rental for one of my biggest clients. We didn't even have a lease. He drove out of NYC as fast as he could with his family, took residency in the rental, then signed the lease and wired the next week.

### All being said and done, how did your business do in 2020 and then in 2021?

My business has been growing and I do think the bump in the market has helped me, but it has not been everything. I have seen massive growth in my business every year since I joined Compass, but the recent market surges definitely have added fuel to the fire.

In 2020, my first quarter was going rather well, but once the pandemic settled in we saw a massive jump in Q3 and Q4. In 2021, the Breitenbach Advisory Team had a banner year

doing \$307,000,000 in sales. In 2022, we have kept the pedal down despite tough market headwinds, closing \$72,000,000 in deals so far in Q1. If you tally it all up, since the start of 2020 and the pandemic BAT has done \$500,000,000 or half a billion in sales just in that time period alone. I like to think of it as our team really solidifying itself as one of the leaders of the next wave of luxury real estate brands to have powerful influence over the Hamptons market.

### Congratulations, that's incredible. Did you change the way you did everything or were you able to persevere the way you always had?

I remember not really caring about planning much and just putting the pedal down. The surge of leads and activity came in so fast you really didn't have time to plan or strategize. I remember just telling my team, "I am not going to be my usual communicator or meeting with you all and doing all of these team building, building-culture like activities. This market is on fire and I need to focus on getting deals done."

I feel I have always had a lot of grit and a main life principle of mine is bouncing back with passion whenever I get knocked down or get hit with tough seasons of life.

### What are some things that high-net-worth buyers and sellers look for now that they didn't pre-pandemic?

People are spending more time at home to work and just live. The home office and gym have become big areas of interest for luxury buyers. I also feel turn key, new construction homes are in very high demand.

### It seems your whole family is all about real estate or building real estate. Did you always want to be in real estate?

No I did not, but in my early 20s I felt this desire to be an entrepreneur. I felt called to build a brand or build out a vision. At first, I got into real estate because I wanted to start a media company, but I soon fell in love with real estate and went 120 percent strictly in to real estate.

I was always creative. I started a literary magazine in high school. I was a musician and writer in college and also an athlete. So I had a mix of

creativity, competitiveness, and a high octane work motor. This all ended up being a perfect mix of ingredients to build a highly successful real estate team and brand.

### We love how you branded out your business. Why did you feel it was necessary when most agents/brokers just push their brokerage and their niche in them? Even your logo is stunning.

Thank you! I have always looked at real estate brokerages as a platform. Unfortunately not all brokerages think like that. That was what really drew me to Compass, because they give focus on agents and help them build out their brand and vision. I always looked at real estate not as just an agent, but as a CEO or entrepreneur. I wanted to build a brand that is connected to a certain type of elevated real estate experience. I wanted to disrupt and innovate the traditional real estate way of doing things and make it better. I like to dream big and I have always thought BAT was never just about sales. It is about relationships. It is about a certain experience.

### We remember the Breitenbach Advisory Team as a signatory seemed like a fresh approach to real estate branding. Can you explain why you chose to be known as an advisor? Does advising such mega investments further establish trust in your abilities for both buyers and sellers?

The team name in a non literal sense is because I wanted to start building more of a brand that includes my name, but is not fully focused on it. Advisor is a great word because I feel advisors focus on relationships over transactions, which is a major principle of our team. I feel trust is everything. I really focus on building trust with my clients. Listening to their motivations, expectations, disappointments, and concerns. Really trying to understand their real estate goals and helping them achieve them.

### You've sold over a billion in real estate over your decade+ on the East End. Why do you think you are so successful at such a young age?

I got in at a very young age, had an

incredible mentor in my mother [Susan Breitenbach], and set out with the mentality that nobody will ever outwork me. I have been blessed with a lot and accomplished a lot at the same time. I have tried to perfect the art of not looking back or checking to see how far I have come. I like to keep my head down and just try to build the best business and be the best father, husband, and person I can every day.

### You've been with Compass for a while now. Why did you choose them over all of the other brokerages?

There are so many reasons I loved Compass then and love them still now. It is almost hard to put it all in words. When I met with Compass in 2017, I felt like I had found my counterparts in the business. I compare it to someone pulling up with a Ferrari and asking if you wanted to take the car for a drive. It was the real estate brokerage I had always dreamed of. I was really moved when I left my meeting with Compass and they gave me a business plan and a vision for what they wanted to help me build, while other brokerages simply would just throw money at you. It was not an easy move to make and I found it harder to leave to go to Compass than even when I left working with my mom to start my own career. When I looked at the future and thought, where is the brokerage that I want to be a part of in 10, 15, 20 years? What is the company that will be best setup for the future of the industry? Compass was hands down a winner.

### What was it like selling Truman Capote's legendary Sagaponack home? What was it like in the house?

That was the first big deal I did after going out and starting my own team. It was a very cool property on Daniels Lane in Sagaponack. What was most cool about it was this secret forest of Japanese maples that Truman planted years ago. This forest was covered by brush for years until my clients' landscaper found the forest years after they originally bought the home.

My client had the landscaper clear the brush which opened up this romantic element to the property, which became even better when my client put a fire pit in the middle of Truman's Japanese maple forest. It was cool walking through the forest just pondering what these trees have

seen — Truman walking by these very trees brainstorming and thinking about his next book.

### Dreamy! You also sold NBA superstar Jason Kidd's home in Water Mill. It can't be like selling other homes... what methodology do you activate when representing so many celebrities?

I helped sell Jason Kidd his house in the Hamptons and then helped sell it for him when he was traded from the Knicks. Jason was one of my favorite clients and working with him really opened up a lot of doors in the sports and entertainment world. I am on the executive board of Compass's Sports and Entertainment division and really enjoy working in that part of the industry. I feel the methodology is the same for athletes and celebrities: treat them like a real person and not try to "broker" them or hard sell them. These types of clients have people trying to sell them something all day or use them for something. I try to come at these types of clients with a sense of servant-ship and compassion. It is crucial to relate to them as a person and on a real level, not a fan, or not someone pushing them to do a deal just so you can tell someone you did a deal with so-and-so.

### Getting to know you on social media, one can see that you are a devoted husband and father. Are you able to spend enough time with your family while working so many high-profile deals?

One thing I work on with my business coach is achieving more success while living more life. Those are two concepts that seem to contrast each other, but I have really worked hard to build balance and structure into my life. As a real estate agent that is really hard. You are continually on call and most clients don't respect boundaries. I am blessed with an amazing team that continues to grow and support me and allow me to spend certain times of day with my family and certain days as well. I love my wife and my three daughters very much. I love what I do and I love building an incredible business, but I will always be a father and a husband first and real estate investor, entrepreneur, and agent second.

To learn more about Matthew and see his properties, visit [www.breitenbachadvisory.com](http://www.breitenbachadvisory.com).





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# The Caring Of Earth

## A La Frederico Azevedo

By Ty Wenzel



Photo by Dong Young

**I**f there is anything that East Enders care about as much as their homes it's their landscape.

It's a captivating name for a landscape firm: Unlimited Earth Care. There is a lot going on within those words. We spoke with Unlimited Earth Care's Frederico Azevedo, who discussed what it means to landscape in the Hamptons, how to do it with a tip of the hat towards native flora, and where he thinks our landscapes blossom in terms of trends and plantings. His eloquence in describing his work and his love of the region is inspiring indeed.

**Frederico, as a great Brazilian landscape designer, how did you find yourself living and working in the Hamptons?**

I fell in love with the Hamptons in the early '90s and went on to raise my family here. I founded my firm, Unlimited Earth Care, in Bridgehampton in 1993. For a landscape and garden designer, there are so many different environments with their own qualities and native flora, like the ocean, bay, woodlands, fields, and farms — and I only work site-specifically, so each design is a response. The Hamptons is one of the most beautiful places in the world.

I'm very grateful to my team and clients. I work every day — winter or summer I'm there in the office designing beginning at around 6 or 7 AM. The environment is a changeable thing, and natural design must not be complacent.

**You certainly respond to the region so beautifully! We read that you are classically trained in landscape design.**

I studied landscape design in Brazil and England. My mentor, the late Robin Williams, was an acclaimed British garden and landscape designer and a founding member of the Garden Design Society.

**You've really differentiated yourself as a well-known landscape designer that specializes in the classic cottage garden. It is what we all love about the Hamptons landscapes — featuring hydrangeas, boxwoods, Russian sage, ornamental grasses, black-eyed Susans, and other native plantings. Do you think this describes your style correctly? Can you elaborate on how you would describe your work?**

Well, I'll always be inspired by the classic Hamptons garden but I consider my work to be my own modern, sustainable take on the aesthetic. My signature is color — in all of my designs I create atmospheres through carefully planned color palettes. Sometimes I'll design only in shades of green and this creates a magical, lush feeling as you move through the garden. Other times I plan romantic moods with soft-hued hydrangeas, fairy roses, nepeta, and ornamental grasses. And of course, I'm known for going bold: orange, red, yellow. Sometimes you just want to go for dopamine, and colorful

natural spaces can really inspire happiness.

My own touch is to create an impression that perhaps this is spontaneous natural beauty — of course this effect actually requires very careful planning, but when the hand of the designer is blurred just a little, it can really feel a little magical.

**We love that description, because you can actually see it in your mind. When you are hired, how closely do you work with a home's architect — is it a joint venture or do you work off of their plans?**

I am always aware of and responding to the style of the house, keeping in mind for my design whether it's modern or traditional, and of course where outdoor entertaining could take place. I usually work independently from the architect, but I work to make the natural design feel in harmony with the home.

**Is there a favorite project that you can share with us?**

I love all of my projects. Each one is different and is an example of a new approach I had to plan and create for that specific property. My own home, which we call Casa Meu, is of course a favorite garden of mine. There is a bluestone patio with a wooden pergola overflowing with rose of Sharon that becomes the living room in warmer months. Naturally deer-resistant flowers, like Pom Pom alliums, keep the garden from being eaten and attract pollinators, which is very important. There are

butterfly favorites by the pool to bring aromas and visitors to swimmers. In the fall, the Dogwoods are a sea of orange and reds. It's a special place.

**It sounds divine. Do you usually build or work in accessory structures that feature in your gardens or does that come out of the builder's side?**

Yes, I do. Features like pergolas, terracing, stone steps, pathways, anything that is a part of the landscape experience really — is from Unlimited Earth Care. I also work with clients to source furniture and accessories, such as fountains, antique benches, or bespoke modern chaises.

**Do you feature designs that are organic and don't use pesticides? The name Unlimited Earth Care alludes to organic, no?**

I use native and well-adapted plants wherever possible because a healthy garden that makes sense in its environment is usually a beautiful garden. I've been designing meadows that require less irrigation and maintenance, they're better for the environment than a flat green lawn and very beautiful. There are always natural solutions and materials, and new ones every year, which I am always paying attention to. If something works, I will make an effort to use it, the environments in the Hamptons are fragile, and I know them well after nearly three decades here.





Photos courtesy Unlimited Earth Care

### How have you seen landscape design change over the years on the East End? What has faded and what should we expect ahead such as trends?

I always go a little against the grain when it comes to trends. When everyone was designing all-white gardens in the '90s I went full color. It was a risk, but people responded to it! The most positive shift I've seen is how interested people have become in their gardens. Everyone is looking for a way to learn and feel a part of it, which I love. I've been designing many custom vegetable plots for people, it's a wonderful thing to have if you have children or like to cook. It makes the natural world an experience. Tending to herbs and vegetables is a healthy, meditative activity, so I'm glad many people have been requesting them.

### What do you love most about the East End's landscape?

As I said earlier, I think it would have to be how many different environments you can experience even in a short distance. On the way to a spectacular ocean beach you'll pass expansive fields, horse farms, lush woods — it's really unique.

### We just love your Garden Concept Store! The products are so modern and perfect for any Hamptons home. Can you explain some of your product categories and what are some trends you are seeing that you provide in the showroom?

Thank you! Yes, I'm very proud of the Garden Concept Store and I'd also like to announce that we've opened the Garden Market just next door, which carries a selection of my favorite native and well-adapted plants, flowers, herbs, and veggies. It's a new way for people to interact with Unlimited Earth Care and create something.

The Garden Concept Store (at the Unlimited Earth Care headquarters at 2249 Scuttle Hole Road in Bridgehampton) carries a curated selection of planters, sculptures, accessories, and furniture that help people bring their lives out into the garden. It's modern and traditional, and I try to source things that are unexpected and that you won't find elsewhere in the Hamptons. This summer we will be featuring a new collection of handcrafted Brazilian furniture from Sossego. I often travel internationally to source things for the store. Some trends I've been seeing are solar-powered lights. These are lanterns or globes that charge themselves in the day and keep the garden glowing through the night.

### Do you believe in the famous Hamptons "light?" If so, what do you think attributes to it?

Yes, of course. There's no doubting that inexplicable quality it can have at the right time of day. That's just nature, it can have a beauty



that seems to surpass itself in a way that can feel nearly otherworldly, but really, it's the most worldly something can be.

### What do you do for fun when you're not designing stunningly beautiful landscapes?

I love to go out to dinner with my friends and family. Sunset Beach on Sundays is sort of a tradition of ours, there's nothing like it in the summer. We have a French bulldog puppy

named Louis who is so much fun and such a gentleman.

### Anything to add? Thank you, Frederico!

My book, "The Luminous Gardens of Frederico Azevedo" published by Pointed Leaf Press is for sale in my store, from the publisher, or on Amazon. The Garden Market and the Garden Concept Store are located at 2249 Scuttle Hole Road, Bridgehampton. Visit our website

or email [info@unlimitedearthcare.com](mailto:info@unlimitedearthcare.com) to join our "Garden Newsletter" mailing list.

On June 25, from 5 to 7:30 PM, guests are invited to experience the Unlimited Earth Care Garden Market and Sossego outdoor furniture, designed by Aristeu Pires and hand-finished with sustainably harvested Cumaru Brazilian wood while enjoying cocktails, hors d'oeuvres, and music.

To learn more about Unlimited Earth Care, visit [www.unlimitedearthcare.com](http://www.unlimitedearthcare.com).





# Iconic Modern Home

## For A Luxury Interior Design Experience

By Ty Wenzel

Photo courtesy Iconic Modern Design

**I**conic Modern Home is the culmination of a journey that the CEO, Geoffrey Walsky, a former finance guru turned mid-century modern dealer and lover embarked upon. His passion for interior design was ignited by his French mother who worked in the fashion industry which ultimately led to designing store and museum layouts. The high-end interior design firm, Iconic Modern Home, was born. Teresa Kratzman, a former Wall Street executive turned marketing maven, joined Walsky in 2016 as a consultant and is now the President, overseeing the process and delivering unmatched results. You will hear a lot about the “process” because Modern Iconic Home requires their clients to trust it — and them.

We met at the Iconic Modern Home showroom in Water Mill and were taken aback by the ceiling-to-floor marble fireplaces surrounded by dazzling furniture with the unmistakable MCM bent that is timeless yet glamorous.

### Your work is stunning! Can you tell us how Iconic Modern Home had its beginnings?

**TK:** Thank you so much. Very organically, Geoff had been a dealer in modern, mid-century furniture while being a weekend warrior in DIY projects when the opportunity presented itself to stage an apartment in Manhattan. I was hired for a few months as a consultant to run marketing and business development. That was the fall of 2016 and we have never looked back. We both have finance backgrounds. I think that contributes to our success as we are bottom line driven and focus on the value we provide to our clients.

### What is the full gamut of your services?

**TK:** Iconic Modern Home is a full service design firm. We offer property staging, renovations, turnkey rentals and design services whether it’s residential or commercial. Our business model is different than most and our services work best for those clients that can trust the process and allow us to execute their vision based upon Geoff’s talent. We are progressive in our approach and a bit of a disruptor in the market.

### Do you work directly with agents/brokers for staging projects or the builders?

**TK:** All of the above. Many times the broker is the introduction to the builder or the homeowner. As of late, it’s more recommendations and our reputation that brings in projects.

### How would you describe the Iconic Modern Home style?

**TK:** Relaxed and relatable luxury. Geoff has created impeccable designs across all styles and as been mixing in vintage pieces since the beginning.

### Are there any interesting trends that you’ve identified that our readers would love?

**GW:** Seeing pieces that are oversized in spaces. Large proportions that provide a big impact, that WOW factor. I love the grouping of pieces like the pairings of nesting tables, Asymmetrical patterns that are bold. Floor coverings to wall coverings. Dramatic eye candy.

### How did the pandemic affect your work in 2020 and beyond?

**TK:** We watched the exodus out of the city into the East End and pivoted into offering turnkey rentals. We outfitted two homes at almost 25,000 square feet located within a few blocks of each other over a ten day period in April of 2020. We were very grateful to have been able to experience such growth during the pandemic. The supply chain issues are real and not just media soundbytes. We have been buying, sourcing, and creating spaces throughout so when an order is placed by Iconic Modern Home it is fulfilled exceptionally and in a timely manner. As Geoff will say, he might not be the most talented designer, but he is resourceful and driven to provide solutions to achieve impeccable design for all of our projects. I think he is exceptionally talented.

### Can you describe the avatar (demographics) of your ideal client?

**TK:** For interior design the ideal client needs to trust the process. By that I mean, once we are working together and agree on the scope of work, budget and design direction, let Geoff design and create the look. Our long standing, repeat clients work with us because they do exactly that — trust the process. For our other services, I feel our reputa-

tion and results with our staging, renovation and rental services organically reveal the ideal client that wants to work with us. Geoff and I are so grateful for the clients that have trusted us with their homes and projects.

### When and why did you open your showroom in the Hamptons?

**TK:** The showroom happened in the most organic manner. With 80 percent of our business on the East End, the Hamptons market is the gateway to all of the clients that we serve through to Manhattan, Connecticut, South Florida. It was a logical location for us. We have completed a few projects on Shelter Island and are excited by the opportunities that present themselves on the North Fork. We are creating outdoor spaces for a hotel on the North Fork that we are incredibly excited about.

### On your website, there are several mentions of your “unique approach” and “efficiency.” Can you explain what it is and what can a client expect from working with you?

**TK:** It resonates back to my earlier comments about trusting the process. Our business model has been based upon creating transformative spaces that are delivered with unrivaled efficiency. What does that mean? In staging or turnkey rentals, it means that we are in control of the design process, we can execute any project whether it is a Manhattan penthouse or 10,000 square foot oceanfront within 10 days. I’m confident there is no one else that can offer that deliverable.

Through our resources and network — whether it is the mill for our carpets or the upholsterer, for example — we have created a trusted supply source that delivers for us. We provided interior design services for a client in Southampton last year. We started in February and they were turnkey move-in-ready for Memorial Day. All of the furniture, kitchen items, blinds, artwork was installed. The clients trusted the process, acted fast on Geoff’s selections and we had them with their children in their six bedroom home ready to enjoy it. We are progressive in our approach and seem to be challenging the more traditional methods of taking a client shopping and sending samples back and forth for weeks. Geoff creates for all of our projects during the same

time, not one project is left in a silo. If he finds a great floor covering, it might be used in a staging project and submitted to a design client for their home.

### How much of your interior design work comes from your client’s vision and how much comes from knowing what is best for them and the property?

**TK:** Before we make submissions to a client, they need to approve the design inspiration/mood board which should cover the look and feel for the scope of work. Again, because we pride ourselves on being bottom line driven, harkening back to our Wall Street roots, we never exceed a clients budget — only they can do that. Every interior design project that we have completed has come in under budget. Geoff will make suggestions based on durability of materials to timing of receiving the orders, we really pride ourselves on providing white-glove customer service and immense value for our clients.

### What about commercial design?

**TK:** We are about to start on a Manhattan lobby, and have completed common room spaces, and outdoor roof tops for a luxury condominium project in New Canaan,

Connecticut. We are working on the creation of bespoke furniture products and have a capsule collection for outdoor pieces that should be ready around Memorial Day with an interior grouping to follow.

### What is it that you love about the East End?

**TK:** For me it is the beaches and the light. Every season, and no matter the time of the day, I find it to be immensely restorative. It gives me balance and helps me stay grounded. I moved out East at the start of the pandemic. We felt it was critical to the business to have one of us based out here.

### You’ve opened the showroom in Water Mill. Congratulations! What’s next for Iconic Modern Home?


**TK:** We will develop the bespoke capsule furniture lines and continue to expand our renovation services. Many of the brokers share that there are some wonderful homes that are in need of updates that get passed on because buyers are overwhelmed by the thought of any type of renovation. I hope we can be a resource and get to assist on more of those.

To learn more, visit [www.iconicmodern.com](http://www.iconicmodern.com).



Photo by Ty Wenzel





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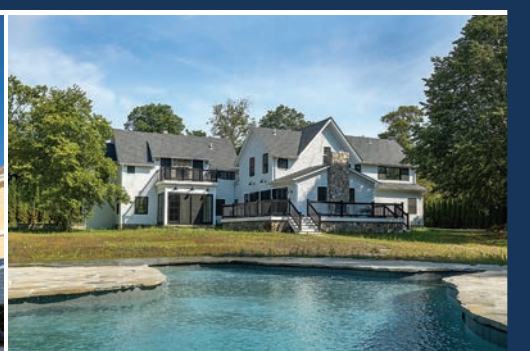
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# Self-Love Saturday

## Not Your Typical Pop-Up Event

By Karen Amster-Young

Sometimes the stars just align and that's exactly what happened when the universe brought three powerhouses together to collaborate on everything from candles to cashmere. Their individual and collective creativity and shared purpose was ultimately the inspiration for Pride Month Self Love Saturday, taking place on June 11 at the inimitable lifestyle and wellness boutique, Sunshine Amagansett. Owned by the unstoppably and incessantly creative Heidi Humes, it is a place that is all about community and craftsmanship.

Tulum, considered one of the most beautiful jewels of the Mexican Caribbean, is also called "Pueblo Magico" or Magical Town and perhaps that best encapsulates how Heidi connected with Michael Angelo, veteran beauty guru, artist, and founder of the Wonderland Beauty Parlor in Chelsea. Heidi was in Tulum for a Sunshine pop-up. Always on the lookout for new things while traveling, it was while there she saw an image of a candle posted by Alessandra Brunialti, fashion doyen and founder of the recently launched, sustainable lifestyle brand, Marea Clothing. The candle, created by Michael is all about support, self-love, and acceptance. The container, a minimalist aluminum holds blue and pink wax, sometimes in a swirl. It was this art-worthy candle, that brought the three of them together.

Talking to each of them, individually, their shared vision for products,

art, purpose, and creativity was palpable. The Pride Month Self Love Saturday event beautifully captures what each of them are determined to do as artists and business owners and, most importantly, for this event. "My work is all about being authentic, following my heart and celebrating love in all forms," says Angelo. "This event is about all these things and reaching out to individuals and the community with our collective message." A portion of the proceeds from the day will benefit The Ali Forney Center, committed to saving the lives of LGBTQ+ youth experiencing homelessness.

Sunshine Amagansett's collection is housed in a beach-like house — not like most, cookie-cutter retail stores lining busy streets — it feels like a true home. It celebrates women, artisans, and all things beautiful. "My goal was for every inch to stimulate every single sense," explains Humes. "I am a collector of personal stories from everyone and everywhere, so I bring in items and artists from all over the world so my customers can feel a personal connection." Pride Month Self Love Saturday is a showcase for all to experience but is especially about self-acceptance and self-love no matter who you are.

What was especially clear was their collective commitment to making this pop-up more than the ordinary. It promises to be a tactile and meaningful experience, from the authentic, beachy location to the art and merchandise. It's also an opportunity for customers to tell their stories, including on-the-

spot Polaroids representing diversity and self-love messages.

Marea Clothing is a luxurious lifestyle brand and is all about wellness, featuring bright colors that comfort and bring hope to our lives. Marea, meaning "ocean tide" in Italian is intended to transport customers, encourage optimism, and inspire joy. "The event collaboration with Michael and Heidi made total sense for many reasons but was about the joint mission to support everyone and that really resonated with me and my brand," said Brunialti. "I am all about comfort and color and what the Hamptons is all about.

Sunshine also features a special Back Room, where Humes features select artists who represent what the boutique is all about. For the season and June 11, the works of celebrated, Hamptons-based photographer Franz Walderdorff and Cole Caswell will be on display. Walderdorff's Connections series reflects the ever-shifting movement of sand, water, and sky. Caswell's work features colorful pigment prints and tintage photography. "The work of each of them, although considerably different, captures my idea of what is a modern, beautiful Hamptons environment," said Humes.

In Tulum, you find beautiful things everywhere, in the sun, sand, and stars — it's magic. Yet sometimes, you simply just look at your newsfeed at the right time and the stars come together in unexpected ways.

*Pride Month Self-Love Saturday takes place on June 11 from 10 AM to 4 PM at Sunshine Amagansett, 303 Main Street.*



*The candle from Michael Angelo's Wonderland Beauty Parlor.*



*Marea Clothing Sleep to Beach PJs. Photo by Robin Saidman*



*Sunshine Amagansett*

# Alex & Michael Toccin

By Jessica Mackin-Cipro

Husband and wife team Alex and Michael Toccin met 18 years ago. After moving to New York and establishing individual careers in fashion, they made the jump to working together. Each of their businesses served as the foundation for the next — they started with a digital platform helping women talk about fashion and trends in an approachable way, which led to TOCCIN, their first collection, launched in September 2019. The direct-to-consumer brand is available at Toccin.com, as well as Saks, Neiman Marcus, and specialty stores.

We caught up with the Alex and Michael to learn more.

### How did the two of you meet?

**Alex:** Michael and I met during our freshman year of college at George Washington University and hit it off instantly.

**You started working together on a digital platform helping women talk about fashion and**

**trends in an approachable way. Tell us about that.**

**Michael:** We started our digital platform, Stylist to a T, to help women find the right medium between following trends and being comfortable with what they are wearing.

### What inspired you to launch TOCCIN?

**Alex:** TOCCIN was launched through our daily conversations with women around us and following us. We wanted to create a line for the wants and needs of these women looking for approachable clothing that was fashion forward.

**With TOCCIN, you offer a designer aesthetic at an approachable price, inspired by the wants and needs of real women. Why are these elements of the business so important to you?**

**Michael:** It was very important to us to create a line that was designer quality but a more approachable



*Photo courtesy TOCCIN*

price. We wanted there to be a line for women to look and feel as good as they would in the high-end designer pieces.

### You describe your brand as being community-first. Talk a little about the importance of this.

**Alex:** Our brand is focused deeply on our community because it started with our Stylist to a T community. We create every piece with our followers and customers in mind.

**You launched LDT with Dillard's. Tell us more about this collaboration and how it differs from your namesake brand.**

**Michael:** LDT, named after our

daughter Liv Dakota Toccin, is a ready-to-wear line that mixes colorful prints with comfort and ease reflecting sophistication in a fun and affordable way. LDT recently expanded into a lifestyle brand with sunglasses and handbags.

### How would you describe each of your own personal styles?

**Michael:** Timeless and put together.

### What styles are you most excited for this summer?

**Alex:** This summer is all about wearing crochet pieces in ready to wear and accessories, white and floral dresses along with bright col-

orful pieces that show a little skin.

### What do you enjoy most about the Hamptons? Any favorite places?

**Alex:** We love being outside with family, going on walks, going to the beach and having picnics. We have many favorite places in the Hamptons but Duryea's, Sag Pizza, and Tutto Il Giorno are a few of our go-tos.

### Are there any local or national charities that you support that you'd like to bring attention to?

**Alex:** We love to support the arts and children locally through Hamptons Community Outreach.



JULY 18 — 21, 2022

# HAMP TONS TECH WEEK

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- POST -



*ethereal*

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# Hamptons In Full Bloom

By Lisa Frohlich of Hamptons NY Style

Sag Harbor Florist



## FLOWERS BY BETH

**About:** Beth creates stunning bouquets which can stand alone or set the tone for event décor. Her creations range from fresh cut bouquets of peonies, tulips, hydrangea, roses, and orchids to fresh cut tropical leaves. She is known for her organic approach, combining local foliage and textures with seasonal farm and field flowers and quality floral imports. Flowers by Beth has been in business for 30 years in Amagansett.

**Fun Fact:** Flowers by Beth has one-of-a-kind vintage furniture that has been acquired for the last 30 years of business from Europe and the United States. Her Amagansett shop and showroom pairs flowers and plants with these timeless designs.

**Signature Arrangements:** Flowers by Beth signature arrangements are made with organic and seasonal flowers. You can also find a vast array of potted plants, from succulents to tropical foliage, orchids, topiaries, and herbs as well as decorative live trees.

**What makes them unique:** Flowers by Beth carries high-end Dutch and local flowers that arrive daily. They are grown in vintage containers and planters.

**Location:** 248 Main Street, Amagansett

**Website:** flowersbybeth.com

**Instagram:** @amagansettflowersbybeth



## SAG HARBOR FLORIST

**About:** The experienced designers at Sag Harbor Florist draw inspiration from the unfiltered and abundant beauty that encompasses the East End. When you walk through the front door, your senses are immersed in fragrant flowers, texture, and symphonies of color. Their flowers are sourced both locally and internationally. In 2004, Anastasia Casale became the owner and creative director of Sag Harbor Florist.

**Fun Fact:** The store's address, 3 Bay Street, involves a colorful past. Built in 1835, the building was once home to whaling captains. It was also a speakeasy during prohibition called "Mouse Trap."

**Signature Arrangements:** Sag Harbor Florist's signature arrangements emulate a style which is garden-inspired, lush, romantic, and inspired by nature's beauty. They love to incorporate fresh, seasonal, and locally grown flowers when available.

**What makes them unique:** Since they have been in the business for over a decade, Sag Harbor Florist offers immersive retail experience and dedicated customer service. Their aesthetic is timeless, honoring the natural beauty of their flowers.

**Giving back:** Sag Harbor Florist is very supportive of the local community. Weekly donations are made to East End Hospice, The Phillips Family Cancer Center, and Meals on Wheels.

**Location:** 3 Bay Street, Sag Harbor

**Website:** sagharborflorist.net

**Instagram:** @sagharborflorist



## TOPIAIRE FLOWER SHOP

**About:** Topiaire Flower Shop opened in 1991 and Topiaire Candy Shop opened in 2015. Owner Erin Hatrick Meaney grew up in a home where there were always flowers around and beautiful smells drifted through her house. "I was the first retail flower shop to open in the downtown business district of Southampton and have watched a lot of change throughout the years. It has been so incredible to be on Jobs Lane!" says Erin.

**Fun Fact:** Topiaire has been in business for 31 years.

**Signature Arrangement:** Erin says, "You can't go wrong with a classic Hamptons blue, white and green combination. Hydrangeas are a Hamptons staple, and when combined with roses, peonies, and dahlias, a chic arrangement is created that fits the bill for most homes in the area."

**What makes them unique:** Not only is Topiaire a florist, but their shop also includes hostess gifts like candles, body products, and a candy store too. There is a something for everyone.

**Giving back:** Topiaire supports many organizations with flower donations and auction items including: The Ellen Hermanson Foundation, Southampton Volunteer Ambulance, and Southampton Public School District.

**Location:** 51 Jobs Lane, Southampton

**Website:** topiaireflowers.com

**Instagram:** @topiaire



## ARTHUR GOLABEK STUDIO

**About:** Arthur opened his shop on the first day of spring in 2021. Arthur brings together both of his passions under one roof: a flower design studio and a curation of antiques and home décor. Shopping is by appointment only to give a personalized experience.

**Fun Facts:** The Bridgehampton store has an outdoor space where they host events, workout classes, and outdoor facials.

**Signature Arrangements:** All arrangements are designed by Arthur. His favorite arrangement is a loose, English style, with a relaxed composition. This allows every flower to find its own intended place. Arthur also visits clients' homes or the venue to determine the style needed for the home or an event.

**Fun Fact:** Arthur's studio is 1,000 square feet and overlooks the fields of Dune Alpin. Arthur Golabek Studio is working to expand their offerings which will include flower design classes, shopping events, and social events for friends and clients.

**What makes them unique:** Arthur's studio does not sell flowers by the stem, which can be typical of a retail florist. They operate as a design studio and all flowers sourced are used for orders and events.

**Giving Back:** Arthur Golabek Studio supports ARF, Housing Works in Manhattan, and The Hampton Designer Showhouse to benefit Stony Brook Southampton Hospital. Arthur often donates flowers to local fundraisers to support charities on the East End.

**Location:** 74 Montauk Highway #16, East Hampton

**Website:** arthurgolabek.com

**Instagram:** @arthurgolabekflowers & @arthurgolabekshop

Summer in the Hamptons is all about sun, surf, and fabulous events! And every spectacular event calls for beautiful flowers. Luckily, these four talented florists have you covered for your next clambake, graduation party, fundraiser, or birthday bash. If you are invited as a guest for a beach weekend, I recommend sending a flower arrangement before you arrive. Flowers and plants are the perfect hostess gift that can be enjoyed the moment they are received. Here are some of my favorite arrangements that I have seen in the Hamptons. I suggest keeping these local floral designers on speed dial this summer.

In the photo above, Lisa and Arthur Golabek of Arthur Golabek Studios.



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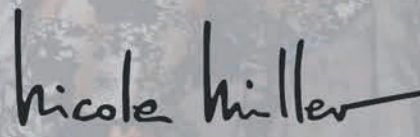
### CALENDAR OF EVENTS

**AUGUST 5TH, 2022**  
HAMPTONS FASHION NIGHT OUT™  
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5PM-8PM COME PARTY WITH US!  
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**AUGUST 7TH, 2022**  
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Hampton Jollys, a division of Carriage House Motor Cars, are offering stunning Italian built Jolly's. Each of the Jolly's have undergone a complete conversion from original FIAT 500's to match the actual Jolly's built by Ghia, which were first built in the late 1950's, as FIAT's beach car for Europe's elite. In stock for immediate delivery, Jolly's come in multiple colors.



"On Gin Lane" by Brooke Lea Foster

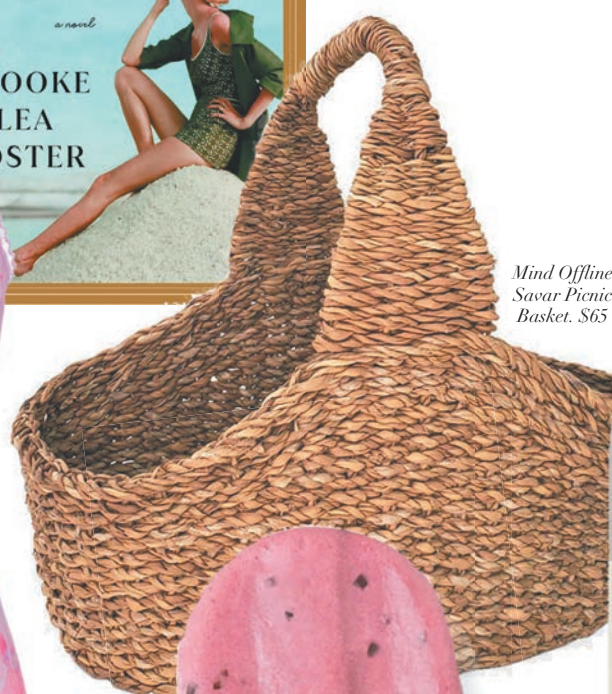


# Editor's Picks

By Jessica Mackin-Cipro



LoveShackFancy Rhoda Maxi Dress. \$795



Mind Offline Savar Picnic Basket. \$65



Frances Valentine's Fuzzy Tote in Natural Red. \$228



Shoshanna Classic Anniversary Cherries Clean Triangle Top & Bottom. \$132 each



Del Toro off white suede Sardegna sneaker. \$275



Chloe's Oatmilk Raspberry Chip Pop



RGVY Scielo Rosé. \$23



LERET LERET crewneck cashmere sweater. \$475



# CONSERVING OUR PLANET: THE FUTURE STARTS NOW SOFO's 33rd ANNUAL GALA BENEFIT • SATURDAY, AUGUST 6, 2022

## A Celebratory Evening To Help Conserve Our Planet

Chaired by **Anke & Jürgen Friedrich** and **Susan & David Rockefeller**



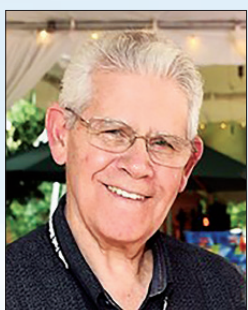
*"Conservation is a cause that we must promote and pass on to future generations."* – Andy Sabin

SPECIAL GUEST OF HONOR **SYLVIA EARLE**  
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SYLVIA EARLE

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*To ensure the safety of our guests, we will follow all COVID-19 safety protocols, which will be based on the State's event guidelines.*

### THE SOUTH FORK NATURAL HISTORY MUSEUM (SOFO)

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