

# James Lane

— Design & Style —

June 2023

[www.jameslanepost.com](http://www.jameslanepost.com)



FREDERICO AZEVEDO



UNLIMITED EARTH CARE  
*For discerning landscape lovers*

LANDSCAPE DESIGN • INSTALLATION • COMPLETE MAINTENANCE • GARDEN MARKET

*Celebrating 30 years of art in landscapes*

2249 SCUTTLE HOLE RD. BRIDGEHAMPTON NY • [WWW.UNLIMITEDEARTH.CARE.COM](http://WWW.UNLIMITEDEARTH.CARE.COM)

CALL 631-725-7551

# Shop James Lane

You can now shop James Lane Post products and partner products on jameslanepost.com. Visit our website to browse.



James Lane Post partnered with Hamptons Handpoured to create the "Posy" candle, a scent of hydrangea, marigold, and peony. \$50



Shop the Sharon Wilkes Maria Bag in "James Lane Burnished Gold" on our website. \$750



Send love letters using the James Lane Post "Dear Darling" note cards, set of 20. \$22



PLAIN-T Matcha Tea Set. \$79



*Jim Naples*

# EASTBAY BUILDERS

*Serving Long Island Since 1980*



**DESIGN / CUSTOM BUILD • RESTORATION • RENOVATE • REMODEL**



**TRUSTED CUSTOM BUILDING & RENOVATING**  
for 41 years from the Hamptons & North Fork to Nassau County

Miranda Gatewood Photography



**EAST BAY BUILDERS**

WWW.EASTBAYBUILDERSINC.COM • 631 731 3030



# Frederico Azevedo

## The Gentle Mastery Of Intentional Landscape Design

By Ty Wenzel

**F**rederico Azevedo points to a large sculpture on the grounds of a rabbit standing on a big red ball and says, "It's the year of the rabbit!" The lunar Year Of The Rabbit is known as a good time to slow down, reflect, and strive for balance around work and life, and it represents the cultivating of peace. It is something that he strives for.

Azevedo established Unlimited Earth Care in 1993, exactly 30 years ago. He is an expat of Brazil, known as a pillar of our community who champions sustainable horticulture while growing one of the largest award-winning landscaping firms on the East End. He is also a member of the Association of Professional Landscape Designers, the American Horticultural Society, and the Horticultural Alliance of the Hamptons. Experiencing the vast natural vista of his own home in North Haven, the naturalistic space is sprinkled with sculptures throughout. The spring-time lushness of his handiwork hints at color explosions to come in a few short weeks — he is well-known for his palettes of planted color. And why not? He knows that every season comes with its own gifts for the beholder.

**Frederico, you are celebrating 30 years this year!**

It feels incredible to be celebrating 30 years of Unlimited Earth Care. I founded my firm in 1993, and I am so proud of all that we have grown. At the core of the Unlimited Earth Care vision is healthy, colorful gardens, and this has also expanded to other forms over the years, like the Garden Concept Store, the Garden Market, and my book, "Bloom: The Luminous Gardens of Frederico Azevedo." As I built my career designing and maintaining sustainable gardens and landscapes, it began to also be

important to me to share my ideas about natural design and the way I approach creating space outdoors and using color. I am also so grateful for my clients, many of whom have become friends. My aim is always to elevate their experience of life at home, and bring joy with colorful flowers and pollinator guests, like butterflies and hummingbirds. The accomplishments of Unlimited Earth Care's 30 years are the many lush gardens full of healthy plants and flowers that came from my careful planning and custom color palettes.

**You are originally from Brazil. How did you find yourself in the Hamptons, which seems like a world away from your homeland?**

Yes, I am from Porto Alegre, Rio Grande do Sul, Brazil, where I came of age surrounded by some incredible design visionaries, and I saw the transformative effects of intentional landscape design. I grew up surrounded by nature, and I always understood the emotional power of plants and flowers, and of course of color. I studied garden design in England and the US, and when I first experienced the Hamptons, I knew that was where I wanted to design. I saw farmland, shore, woods, and fields, and I knew that it was a good place to grow things. It is also a fragile, special place, and I quickly came to love the challenge of designing across its different environments and seasons. The Hamptons is where I have grown countless flowers and trees, where I founded my firm and saw it grow and expand to success, and it is also where I raised my family.

**Your work is famous for its sustainability and your care for the environment is well known. Can you explain why this is so important to you and**

**how are you implementing sustainability exactly?**

It is important to me to design gardens that are as healthy as they are beautiful. I believe a healthy garden is designed with native and well-adapted plants and flowers that thrive in the specific soil and climate of the site, that naturally resist deer and rabbits, and welcome and support pollinators. There is a kind of quality to a garden when the plants are healthy and the butterflies are visiting — it is difficult to explain but I can feel it when I walk through my gardens — the colors are brighter and the greens are richer. I am always considering and balancing the needs of the plants as a holistic part of my design process, I compose arrangements of plants that complement and support one another. Some plants provide needed shade to certain flowers, others taste bitter to deer and dissuade them from eating young blooms. After 30 years I am so familiar with these elements that now they're a part of even my first outlines for a project, as I'm walking through a property and envisioning where to begin. Of course the environment is always changing and new technologies and sustainable materials are developed every year, and I love that what I do means that I must always continue to learn and pay attention to innovations in design.

**Do you cringe when you see huge green lawns when you know that pesticides are the main reason they look that way? If it is, then how does one accomplish this holy grail of Hamptons home landscapes with big green lawns?**

There is always a way to create the right space. Some of my clients have become more interested in gravel and stone areas inspired by formal European gardens; the right materials and design can make landscaped areas very elegant. I also design meadows, which are very low maintenance as it is only the wheat that needs to be reseeded every year, the annuals are maintained by birds and butterflies. I use soft textures to design a meadow, which I interrupt with vibrant color and clustered blooms in spiked and spherical forms to draw the eye and break up the appearance of the wheat, which provides a golden foundation. My meadows are about experimenting with movement and texture and finding ways to create an enticing view — when the wind blows, it is almost like watching the ocean.

**Your use of color is renowned. Is this a style you brought with you from Brazil? Tell us about Brazil and how it has influenced your work.**

My sense of color was influenced by both Brazilian and English garden design, but it has come into a unique form in the Hamptons because of the plants and flowers that thrive here. When I was first designing, it was very trendy to have an all-white garden, and it just wasn't me at all, I was committed to my color palettes. I was so lucky that clients were excited to try something different, and I went for oranges, reds, soft purples and pinks, vibrant fuschias, and glowing yellows — and people loved it. Even today when I design subtle moss gardens or all-green areas, I use variations in hue, because of course there is not one green but many greens, and even working in "one" color I can create a richer feeling atmosphere.

**What are some of your favorite native plantings to the East End?**

Oak trees, flowering dogwoods, Carex grasses, achillea, rudbeckia, and echinacea are just a few of the beautiful native plants, flowers, and trees I use in my designs. I also sell many of them at the Garden Market adjacent to the Unlimited Earth Care headquarters at 2249 Scuttle Hole Road, Bridgehampton. The Garden Market carries a curated selection that includes many of the plants I use in my designs, and I love to see the creative ways that people incorporate them into their gardens.

**Do you work with the homeowner, builder, or the architect more? How much of their vision do you take into consideration when designing a landscape for the client?**

I work mostly with the homeowner, but I am always aware of the surrounding structures, the design of the home, and the situation of the property. For a project to be successful, everyone has to be on the same page. I always speak to my clients and get to know them so that I can learn what kind of garden they are hoping to have: do they entertain a lot? Do they have children? Love to exercise? Need a quiet place to read outside? Do they love cooking? I collaborate with them in that their lifestyles really shape how I design for them. After a design is finished, we enter another phase of collaborating that I really enjoy, where clients come to the store and look for art or interesting outdoor furniture to enhance their space and interpret their own sense of style into the outdoors.

**You have won so many awards! Is there one or two that you are particularly proud of?**

Thank you, it is wonderful to be recog-

nized for your work, so I do treasure all of them and each one represents a different stage of my career. Unlimited Earth Care has made Dan's Papers Best of the Best list for many years now, and recently I was awarded the Dan's Out East Impact Award by New York State Assembly member Rebecca Seawright, which I am proud of.

**Are there any trends in landscape design you can share with your fans and our readers?**

I have always found that trends can lead good design astray, but I will say that the overall shift towards sustainability is very exciting to me. I love that more and more clients ask me for pollinator gardens or want to discuss sustainable options. I wouldn't want to call it a trend though because I think that this change in how people think about garden design is here to stay.

**Do you believe in the famous 'Hamptons Light'?**

Absolutely, I've seen it. There is an ethereal beauty to that light in the Hamptons that accompanies bright summer mornings and cool fall afternoons alike. I see how it lays across my gardens and filters through the leaves of the trees — that is the final touch to my designs.

**What is it about the East End that you love so much?**

As I mentioned earlier, there is something special about the Hamptons, where oceans lead into fields, farms, and woods. It's a beautiful place in the summer, but every season has a unique beauty to it and a new group of plants and flowers to express it in. That is why I always design gardens that move through the seasons, I love the challenge of creating atmospheres and maintaining color through winter, and the performance of introducing a new cycle in the spring.

**What do you do for fun when you have downtime? Do you ever have downtime?**

I certainly work a lot, but as a designer I think it is important to see art, travel, eat good food, and have experiences. I love to visit my favorite restaurants with my family, visit shows and museums, and connect with the wider community of designers and artists in New York and internationally. I am really looking forward to celebrating 30 years of Unlimited Earth Care this summer on Saturday, June 17. There's going to be cocktails, music, and hors d'oeuvres among the flowers, and everyone is invited. 2249 Scuttle Hole Road, Bridgehampton, 4 to 7 PM.

Photo by Ty Wenzel



# Ling Arnold

## Palmier's Elegance & Spontaneity

By Jessica Mackin-Cipro

**D**esigner Ling Arnold developed Palmier, a women's ready-to-wear brand that embodies elegance and spontaneity, in 2019, following a career in finance at Goldman Sachs. Her collections incorporate artistic flair with collage appliques, painterly prints, and clever details such as origami folds.

We caught up with Arnold to talk about the collection, which is developed and produced in the New York City Garment District, and can be found at the boutique at Gurney's Montauk.

**Tell us about your back-**

**ground. What inspired you to pivot from a career in finance?**

I knew from a very early age that fashion design was my calling. Going into college, my parents really wanted me to pursue a more traditional, well-rounded academic route rather than something highly specialized such as a program in fashion design. So, as a compromise, I studied Art History and Business Administration at Bucknell University and went on to have a career in finance for almost a decade prior to launching Palmier. I think all these years I was always waiting for that perfect moment to pivot to my real passion, and when I realized that there isn't such a

thing as a perfect or safest timing, I made the leap for it.

**Talk about how Palmier reflects the artful spirit of both yourself and its wearer.**

Art and design is where my passion lies. I draw a lot of inspiration from modern art, interior design, and Mother Nature (most talented artist of them all). I constantly challenge myself to approach fashion design as a form of wearable art. From our signature hand-painted prints to the sophisticated craftsmanship, demonstrated by every single skilled hand that touches the creation process; this overarching appreciation for artistry is very much ingrained in our brand DNA. The Palmier woman carries an artistic flair and definitely wants to express that side of herself via her fashion choices.

**How did your family inspire you as a designer?**

My mother is a very fashionable woman. Her sense of style; though I would describe it as very classic and timeless, it stood out as fashion-forward in the 1990's China. Some of my earliest childhood



Photo by Oscar Ozbay

memories consist of images of her in these breezy dresses rendered in pastel watercolor prints. There is even a piece in our latest pre-fall 2023 collection that is inspired by those very memories.

My father is a multi-disciplinary artist. He was a classically trained painter by trade, then ventured into the digital filmmaking world later on in life, and I think the genetic influence from that side as far as creativity goes is undeniable.

**Tell us about the materials you use and producing the line in New York City's Garment District.**

Craftsmanship has been one of the brand's ethos since the very beginning. The materials we use are sourced from generational family-owned mills in Italy and France. I am a firm believer that passion coupled with pride results in quality. And this philosophy could not have been proven more accurate with the same families of weavers we have been working with since the launch of the brand.

My initial choice to produce our very first collection in the garment district here in NYC was born out of constraints. My thought process at the time was: I live here; I need to go talk to someone in person. I need to be there in person for every step of the entire process. But then it took very little time for me to realize that it was absolutely a necessity for us to produce here on Seventh Avenue. The level of craftsmanship, attention to detail and the close relationships I have been able to build with all of the production partners here in the garment district make up a critical component of what our brand is about, and it would not have been possible if we produced overseas.

**Where can we find your pieces on the East End?**

Palmier is currently available at the boutique at Gurney's Montauk. We are also in the process of finalizing a few trunk shows this summer with NYC based multi-brand specialty retailers' outposts on the East End. Stay tuned!

**What are a few of your favorite things to do on the East End?**

I think one of the most unique characteristics of the East End is how multifaceted it is. For me and my family, the things we routinely enjoy center around the stunning natural beauty of this land, the simple countryside living experience and the rich culture of the East End. Some of my favorite things to do include driving around back country roads and visiting local farms along the way, catching sunsets with walks on the beach or down the boardwalk on Munn Point in Southampton with our two very rambunctious huskies, and checking out the revolving exhibitions at Parrish Art Museum. The grounds itself are stunning which is one of the reasons that my husband and I chose to have our wedding there in 2019. The museum's focus on the legacy of art on the East End, which long before it became The Hamptons as we know it today, served as this massive artists colony for over a century. Artists definitely do follow the light!



# MODATROVA

## *Hamptons Shopping Soirée*

IN PARTNERSHIP WITH FASHION STYLIST LISA FROHLICH

We invite you to discover a curation of emerging brands and shop with designers: Apaya, Campbell & Charlotte, Christy Lynn, Eddy, Fanm Mon, Mestiza, Mignonne Gavigan, Ophelia & Indigo, Sara Joy and Willard Road

Tuesday, June 27th

11 AM - 6 PM



SPONSORED BY

**GORGIE** James Lane **EV&EM**

PRIVATE RESIDENCE IN EAST HAMPTON  
RSVP for address: [rsvp@modatrova.com](mailto:rsvp@modatrova.com)

@MODATROVA | @HAMPTONSNYSTYLE

# Morphew

## Vintage Retailer Opens In Southampton

By Jessica Mackin-Cipro

**F**ounded by Jason Lyon and Bridgette Morphew, Morphew is a vintage retailer known for carrying a curated selection of designer labels. From '60s Dior to rare finds by Alaïa, it's a space for vintage fashion and eclectic homewares and furnishings. The team has opened its second flagship boutique at 56 Hampton Road in Southampton, following the success of its first store in Miami last year, inside The Faena Hotel. We caught up with Lyon who serves as creative director.

### Tell us a little about your backgrounds and how you started Morphew.

Bridgette and I have worked together for over 20 years. Traveling the globe, sourcing inspiring vintage pieces for the world's greatest designers, from Australia to Paris, London, Bali, Antwerp, LA, and everything in between, all back to New York City. We decided to take our design talents and trained vintage eyes to the retail consumer around 2014. Utilizing our unique experience from working with houses as illustrious as Alexander McQueen, Valentino, and Chloe to all of the innumerable small brands we help with ideas, we have a unique insiders take on the inner workings of the fashion industry. With that experience and knowledge we launched Morphew, as Bridgette liked to say "turning the inspiration back onto ourselves." With Morphew we have learned from everyone else's mistakes that we've seen and that's why what we do is so different.

### Can you tell us more about the concept for the new Southampton shop?

One of the major faults of the fashion industry has been exclusivity and exclusion. With our store we are flipping that in reverse. We want to create an atmosphere where we regularly have other brands in our store, friends both old and new which we've met along our path. The consumer today wants a family of friends and a community. Also the layout of the store is designed to enhance the shopping experience more into a hang than a shop. Inspired by Grandma's rec-rooms of years past, the nostalgic mash-up design decor includes '70s paneling and Victorian

wallpaper and antiques, meant to help the customer feel familiar and relaxed, so that they can get into a state of play and fun and dress-up time! One feature we're all excited about is the costume jewelry "bar:" an 1880s vanity staged to inspire play and dressing up, bringing back those warm memories of sitting at your mother's dressing table as she put an heirloom necklace on you before your first big date.

### What are some of the items that we can expect to find?

With such a large space we can really let our full breadth of product breathe. From vintage clothing and furniture to our Morphew Atelier gowns, to Morphew Abode, featuring a new Hamptons exclusive, our antique tea cup candles. There is so much to discover. Featured will be a "summer whites" wall, Morphew style, featuring a large selection of our coveted Morphew Atelier lace gowns. Additionally there will be innumerable antique organic cotton pieces, which the Hamptons customer knows us for. The selection is meant for the modern woman so designer finds in white from Dolce, YSL, Issey, Versace, and Dior will be slipped in there too. We will have a full station of Morphew Collection scarf dresses as well as our new Hamptons exclusive, the vintage plaid silk taffeta collection, from separates to gowns. There will also be a large men's assortment as well as a large assortment of summer formal eveningwear. This all of course mixed in with beach lifestyle ready vintage with pieces such as 1950s sunsuits, featherweight 1920s chiffons, slinky printed 1970s maxi halter dresses.

### Tell us more about the sexy maximalism Morphew is known for.

We chose Southampton as our second, and larger, location for a very specific reason. We have become known for the wild suns-out, skins-out party aesthetic of our South Beach location. Those clothes are revolutionary and are great for that lifestyle, "But I'd neva wear this in East Hampton!" Yes there will be some Cavalli and Versace in Southampton however we are here to show the other side of our brand, more of the Oscar and Dior. Featuring hundreds more pieces from our more "true vintage" collections from



the 1880s to the 1950s. Yes we are still "maximalist" with color and print. It's just up here we're turning on our love of more antique textiles such as laces and vintage crochet, and more sophisticated textiles like the plaid taffetas. We have a large group of authentic 1950s cotton fit and flare dresses perfect for Southampton luncheons which one would never pack for Miami. This is the beauty of holding over 100 years of fashion, we can curate an entirely specific collection to a region.

### The decor was inspired by your grandmother's 1980s rec-room?

Yes, I hit on this note above. My primary reason is I wanted to evoke a subconscious sense of nostalgia without being trite nor too obvious, while still keeping the

vibe feeling new and contemporary. The same exact mental gymnastics I do when designing the apparel. We take the good heirloom elements of the past and make them make sense for the contemporary consumer.

### Tell us about your wallpaper collection.

Oh, we are so excited about this. Bridgette and I have been sourcing and selling vintage and antique prints for decades. We have both always loved wallpaper and the transformative nature of it. Being print people we both feel there can never be too many beautiful patterns around. We launched our first collection featuring authentic Victorian prints we have sourced in Europe. Our second collection coming soon will feature all 1970s large-

scale geometrics and florals. These two initial collections will show the flip-sides of our aesthetic which is both historically referenced and romantic as it is groovy-sexy-cool. For the Southampton store we are featuring four of our Victorian prints, including our French Cherub design in "Hamptons Blue."

### What are you most looking forward to this summer on the East End?

Getting to meet all of our Morphew World citizens, both old and new. This store is a gift to them for supporting us over the years with all of their online purchases. Designing both this store and the product exclusives has been a real love story and we hope our customers can feel the vibes when they come to visit.



Photos by Eric Striffler





# Nilüfer Bracco

## Vegan Silk-Wear Line Launches At Goop

By Jessica Mackin-Cipro

**D**esigner Nilüfer Bracco is bringing her luxury cruelty-free, vegan silk-wear brand niLuu to Goop in Sag Harbor this season. We chatted with Bracco to learn more about her passion for sustainability and her work as a designer.

### Tell us about your background as a designer.

From a young age, I had a passion for fashion, but growing up in a small town outside Istanbul, I didn't know how to turn the passion into a career. However, playing volleyball gave me the opportunity to see more of the world, and eventually brought me to the United States at age 18. It was there that I began to pursue my dream of becoming a designer.

I studied both interior and fashion design, and after working as an interior designer in New York City I studied fashion design at Parsons School of Design. I became a freelance stylist and launched my own handmade beachwear line. These were challenging years that I worked hard and learned a lot, both from my successes and my failures.

Despite the challenges, I remained dedicated to my passion for fashion, and eventually launched my own sustainable and innovative fashion brand, niLuu. As I continue to explore different ideas, I travelled to a fabric fair in Germany, with my brother, who has been in the textile industry for 20 years. There I met my Turkish's suppliers and fell in love with

their work, creating vegan silk, which is now at the center of our collection.

### What inspired you to create a luxury cruelty-free, vegan silk-wear brand?

I was inspired to create a luxury cruelty free, vegan silk-wear brand when I became aware of the ethical and environmental issues associated with traditional silk production. That's when I discovered a wonderful, certified-vegan alternative that not only eliminates these issues, but also has exceptional qualities — it's luxurious, breathable, exceptionally durable, and feels great on the skin and hair.

Creating a brand and product line that I love, while also promoting sustainability and animal welfare, has been an incredibly rewarding journey. At our core, we believe that fashion can be both beautiful and ethical, and we strive to make that a reality with every piece.

### Tell us about the materials you use and how your product is produced.

Our pieces are made with Bemberg Cupro, which utilizes the linter surrounding cotton seeds, which are typically discarded at harvest. The raw material is transformed into a very thin and long fiber that is the basis of the cupro yarn. Our cupro is branded Bemberg, which is exclusively produced in Japan by Asahi Kasei. Bemberg is produced in closed-loop facilities with minimum use of water

and minimum waste. In fact, waste is used for power generation, in keeping with sustainable practices.

Our fabrics are then produced in Turkey by İpeker, which is a leader in sustainability and has led the effort in developing the vegan-certified fabric. Interestingly, İpeker actually used to be a silk producer. İpek means "silk" in Turkish. As consciousness on sustainability developed, they realized traditional silk was neither sustainable nor humane and set out to develop alternatives that could deliver the same or better characteristics: color richness, feel, comfort. Finally our garments are assembled in a woman-owned atelier where they are also packaged ready to be delivered to our customers in our sustainably made and beautiful boxes.

### You've partnered with 1% For the Planet pledging to donate one percent of revenues to environmental organizations. Tell us more about this.

We are proud to be a member of 1% For the Planet, which is a global network of businesses that are committed to giving back to the environment. As part of this commitment, we have pledged to donate one percent of our revenues to environmental organizations that are working to create a more sustainable and healthy planet.

We believe that it is our responsibility as a business to not only minimize our own impact on the environment, but also to support the work of organizations that are leading the way in conservation, sustainability, and environmental justice. By donating one percent of the revenues we are able to support a wide range of organizations and causes that align with our values and mission.

Through our partnership with 1% For the Planet, we are able to contribute to a global moment of businesses that are committed to creating positive change for the planet. We believe that this is an important step in building a more sustainable and equitable future, and we are proud to be part of it.

### We can find your pieces at Goop in Sag Harbor. Can you tell us more about the launch at Goop?

Launching niLuu in Goop Sag Harbor is a significant milestone for several reasons. First and foremost, Goop is an amazing

platform that is known for promoting high quality and innovative products that align with their philosophy of wellness and self care. By being featured in their store niLuu gains a level of credibility and exposure that validates everything that we are doing.

Goop's Sag Harbor store is particularly important for us as it is located in the heart of the Hamptons. So niLuu will be present during the busy summer season in one of the most active markets in the nation.

### What are a few of your favorite things to do on the East End?

Eight years ago, my family and I had the incredible opportunity to own a house in East Hampton, and it quickly became our go to place in the summer as well as weekend getaway spot year round. There is just something about the Hamptons that

feels magical and rejuvenating.

One of my favorite activities was taking horseback riding lessons at Wölffer's Estate with my son. Another highlight was visiting Bridgehampton for yoga or barre classes at Exhale, one of my favorite studios, followed by a delicious lunch at Pierre's. The calming atmosphere of the studio and the delicious French cuisine at Pierre's made for the perfect day. I also loved going to SoulCycle and Barry's Bootcamp classes in East Hampton. The music and motivating instructors always left me feeling inspired and energized. Last, but not least, taking long walks on the beach was a daily ritual that never got old. There's something so peaceful and serene about listening to the waves crashing against the shore, and feeling the warm sand beneath your feet.

Overall, my time in East Hampton was truly special, and these activities made it even more unforgettable.



Photos courtesy niLuu

# Designer to Watch

## Alex Vinash Opens A Vibrant Boutique In Southampton

By Lisa Frohlich of *Hamptons NY Style*

**T**he Hamptons is a vibrant and creative community and it's wonderful to see local artists and designers thriving. Recently I've had the opportunity to meet several emerging talents on the East End and I'm eager to spread the word. Alex Vinash and I had coffee together for the first time a few months ago, and it was like we had known each other for years. Alex is a multi-talented individual with a unique perspective on fashion. His experience in professional figure skating and interior design influences his design aesthetic and approach. Alex recently opened his vivacious boutique in Southampton filled with men's and women's fashion, accessories, table top books and much more. The Hamptons is going to love this incredible addition to the community and I hope you enjoy learning about Alex in this interview.

### Where are you originally from and how did you land in New York?

I was born in Buenos Aires, Argentina and moved to Europe when I was 19 because I was an ice-skating national champion and started to qualify for shows. I was really excited to travel. My contract was originally for two months, but I ended up staying in Europe for 16 years. I officially started my brand when I was living in Barcelona, and then I was asked to do Fashion Week in Los Angeles, so I stayed in Santa Monica for a few months. Soon after, I got the call to do New York Fashion Week, and I had to say yes! My two weeks turned into a month, and I fell in love with New York. I received my artist visa and it's been eight years in New York. Despite the stereotype, I find New Yorkers friendly and kind. I love the fast hustle here and it's been a great place to grow my brand.

### I'm curious to know what first inspired you to pursue fashion design as a career?

I actually got started in design by creating ice skating costumes, because I always felt that the options were horrible. So, I created a brand with custom options that were more body and style oriented, less sparks and embellishments. Then Vanity Fair did an editorial on my bodysuits, and larger brands from all over started to call me. This is when I started with clothing. My process always involves making the first sample on the mannequin, and then I decide on the patterns and create the size range.

### Are you excited for your new store in Southampton?

Southampton will be my third boutique and I am extremely excited about this opportunity. I can't wait to share the Alex Vinash world and lifestyle with Southampton. I feel there is a need for something new that includes all ages and genders. Having the ocean close by inspires me, and makes me feel content and happy.

### Where do you sell your designs besides Southampton, and any plans to expand to other locations?

I also have a store in Columbus, Ohio and in Greenport on the North Fork. The sales through my website AlexVinash.com have been a major success. I'm also carried

in over 50 stores throughout the US and Europe. As far as expansion, Palm Beach is a dream of mine. Dallas, Palm Springs, and St. Barth are in discussion.

### Can you describe your overall design aesthetic and also your upcoming summer collection?

Well, those who know about my brand understand that I have always been very colorful and bold. I love print and texture, and there are many cultural influences that bring joy and excitement to my collection. I collaborate with other brands for my men's collection, and I've been very happy with how that process is working out. I can't wait to reveal a special collection that will only be available in the Hamptons.

### I am learning that your designs are beautiful but also affordable. Can you tell me about your retail prices?

In the past, I was focused on red carpet and ready to wear for online retail. I have a new opportunity to create one-of-a-kind custom designs, evening gowns, and handmade pieces. The average price points for my collections are blouses from \$159, blazers from \$219, and dresses from \$259.

### Do you have experience designing accessories?

I started to design my shoe collection a few years ago in Spain, and due to shipping delays, I had to move production to Colombia. My shoes are all handmade and super comfortable — platforms, raffia, and leather. The jewelry I carry in my stores is selected by me, but I don't design this yet... might need your help with this, Lisa!

### Where is your collection produced?

My production is done all over the world. Latin America for some, India for my



embroidery, Asia does the best blazers, Italy for silk and men's. Los Angeles and New York too.

### You have lived all over the world. Do you find inspiration in travel? Are there any designers that you love?

I'm a big fan of old and new Valentino. I think it is exquisite. I love sensuality, passion, and romance, and Valentino represents all of this in my opinion. Other than Valentino, I'm not a big fan of name brands because I like to travel and discover new underground designers and trends. Travel, life, romance, friends, and culture all influence me. I like sitting with my coffee and watching people pass

by, and hearing their stories. My roots are in Argentina, and I still have friends and family there. I am influenced by the tropical European style that Argentinians have.

### You were a competitive figure skater in your youth. What lessons did you take from being an athlete into your career as a designer?

There are no second chances when you are skating competitively, you have four minutes to show what you have, and there is little room for mistakes. So yes, I do like a little competition. But I've learned that first place is not always the best, and hard work really pays off. I feel like a winner when I spot a person wearing my cloth-

ing, or carrying my shopping bags in the streets. If I can reach people and let them see my creative world, and make them happy with my designs, that is what is extremely important to me.

### Your hard work, creativity, and passion for design has clearly paid off. What do you love most about being a designer?

I love the fact that nothing is ever exactly the same. The passion I have to create something new all the time far outweighs any down moments. Being a designer isn't routine, and not always stable, but I can't stop doing it. Taking a piece of fabric and seeing it through to the final results is my favorite part of the design process.





# CURIO

## Opens At Project Hamptons In Bridgehampton

This summer, CURIO, the retail concept store located in the Faena District in Miami, founded by industry veterans Jeff Lasota and Danielle Licata, is partnering with Project Hamptons to launch its first-ever summer residency in the heart of Bridgehampton, located at 2183 Montauk Highway.

The Project Hamptons retail space spans 3,000 square feet indoors and 5,000 square feet outdoors. The goal is to bring luxury brands and retailers un-

der one roof as a standalone shopping experience, complemented by pop-ups with other brands and designers, weekly trunk shows, runway shows, celebrity book signings, bi-monthly charitable events that benefit local charities and organizations, as well as daily fitness classes prior to opening hours.

“Our overall vision is to continue the joy we have brought to the Miami shopping scene with a new curation with a Hamptons twist, bringing men’s and women’s clothing you can rarely find or have only

seen online into a physical space,” read a statement from Lasota and Licata.

The store’s brand roster will include over 100 men’s and women’s brands such as Byredo, Rosetta Getty, Merlette, MRK, Dolce & Gabbana, Silvia Tcherassi, Alberta Ferretti, Barrie, Etro, Bondi Born, Lug Von Siga, Borgo Du Nor, Three Graces London, Carolina K, The Mannei, Isabel Marant, Brandon Maxwell, Alemais, GiaBorghini, Michael Kors Collection, Cortana, Officine Generale, Orlebar Brown, Greg Lauren,

Barena, Gul Hurgel, Freckenberger, Eres, and Adrianna Degreas.

CURIO has hosted previous weekend pop-ups with Topping Rose House and Casa Del Sol. “The Hamptons has been on our radar as our next growth stepping stone since our Miami opening in 2019, and has been a recurring request of some of our top shoppers,” said the co-owners.

“We are ensuring this curation will be a mix of brands and products that speak to Hamptons women and men with a range that can

take you day to night — ‘pool to party.’”

CURIO is partnering with Michael Catalano and Toni DeMauro, co-founders of Project Hamptons, who will operate and activate the space.

“We are thrilled to partner with Jeff and Danielle to introduce CURIO at Project Hamptons. The mission of Project Hamptons is to combine luxury retail with a series of entertaining shopping experiences for the consumer and the local community,” said Catalano.

# LEIBER’S LEGACY: A TEEN FASHION SHOW



SATURDAY, JUNE 3, 6–7PM  
 THE LEIBER COLLECTION  
 446 OLD STONE HIGHWAY, EAST HAMPTON  
 PAY WHAT YOU CAN

*The Guild Hall Teen Arts Council is sponsored by the Meringoff Family Foundation, Clifford Ross and Nicolette Doren, and Julie Raynor Gross, with additional support from Dime Community Bank.*

Inspired by the Judith Leiber Collection and in partnership with the Ladies Village Improvement Society, the Guild Hall Teen Arts Council has designed and curated a line of repurposed fashion. The evening will begin with a runway show hosted by stylist, dancer, and drag performer, Danny Ximo, where each Guild Hall Teen Arts Council member will walk the runway in their very own design and conclude with a reception in The Leiber Collection’s Garden.

*Audiences are encouraged to bring their own chairs, blankets, etc., and to arrive early to explore The Leiber Collection.*

Photos: Sophie Riva, Guild Hall Teen Arts Council, 2022-23

# Guild Hall



GUILD HALL  
 158 Main Street  
 East Hampton NY, 11937

GuildHall.org  
 @Guild\_Hall  
 #GuildHall



THE LEIBER COLLECTION  
 Museum and Sculpture Garden

MEDIA PARTNER  
**James Lane**  
 — POST —

# Editor's Picks

By Jessica Mackin-Cipro

## Beach to Bonfire...

... and everywhere in between. Here are a few items that will take you outdoors, from the golf course, to the pickleball court, to the pool, and to the beach.



STYLEST, Sculpting Square Neck Tank. \$198



Watskin, Isabel Tennis Skirt in Olive Green. \$195



Sbosbanna, Lilac Texture Ruffle Maillot. \$280



Gladwell Clothing, Purple Hobby Club Hoodie. \$244



Joey Wölffer & Leallo, Meadow Club Dune Crew. \$165



RLX Golf, Back-Pleated Stretch Skort. \$128

## Barbie Land



LoveSbackFancy, Hand Dyed Bespoke Slip. \$595



Jade Trau Duet Diamond Hoops. \$3,650

Sharon Wilkes, Maria Bag. \$750

gorjana, Parker Layering Set. \$108

Zimmermann Celeste Square. \$290

Aerin x Pamela Munson, Wild Geranium Embroidered Clutch. \$345



Sbosbanna, Watercolor Print Taffetta Raffaella Dress. \$550

## Making Scents



Ortigia COQUINA Eau de Parfum 100ml. \$130



Ligne St Barth products sold at Marina St Barth in East Hampton and Southampton. \$165



Antica Farmacista, Aperol Spritz 9oz Candle. \$48



Eau d'Italie Signature Eau De Parfum sold at Marina St Barth. \$190/100 ml.

# The Dee List

## Hamptons Summer Sizzle

*By Dee Rivera, founder of Hamptons Fashion Week*



*Christina Rabm has launched a new eco-fashion luxury clothing line, Merci Dupre, and will be on the Hamptons Fashion Week runway on August 26.*



*Cenia Swim brings colorful, unique pieces created to flatter women and made from premium fabrics. \$150 - \$300*



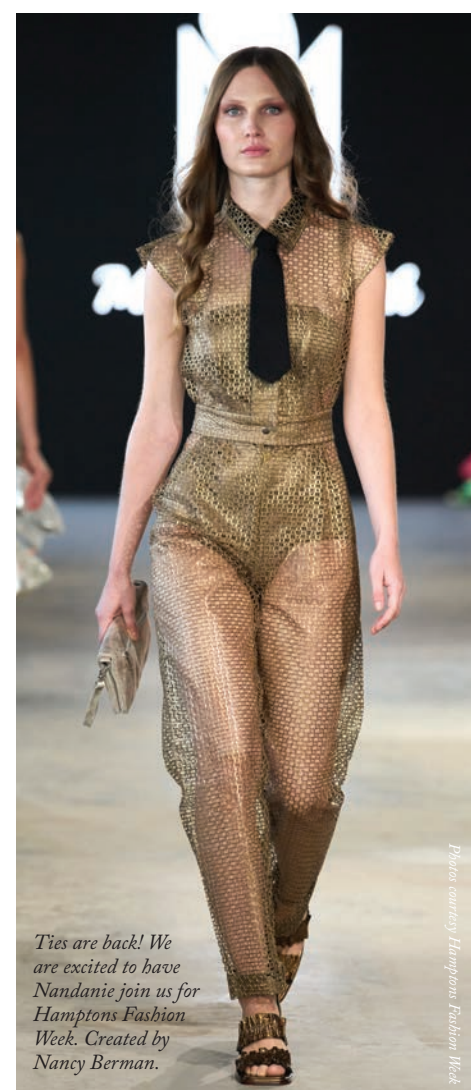
*Shapells, a women's everyday shapewear brand, offers a variety of flattering swimsuit designs for all body types. Get ready to turn heads this summer with the stylish and flattering Smart Sculpt Plunge Cutout swimsuit. \$78*



*i-On Skincare powered by revolutionary DII technology — this luscious hydrating cream disrupts the visible signs of aging and redefines what skincare is capable of. Founded by toxicology and applied pharmacology expert Dr. Xi Huang, i-On skincare applies over 125 years of scientific research to introduce the health beauty tech industry's first-ever line of "age disrupting" skincare. \$125*



*Turn heads with a bold and bright statement wearing the Skechers Street Uno — Night Shades. \$80*



*Ties are back! We are excited to have Nandanie join us for Hamptons Fashion Week. Created by Nancy Berman.*

# Beauty & The Beach

*By Heather Buchanan*

The season is in full swing and everyone is trying to look their best at every age. Even Martha Stewart at 81 is on the cover of the Sports Illustrated swimsuit issue. Ideally beauty is a sign of good health and the natural glow that comes from healthy diets with no alcohol, dairy, sugar, soy, wheat, corn, caffeine, or nitrates, with hours of meditation, pilates, low-impact cardio, and goat yoga and spare moments spent with past lives studies and learning Mandarin. But... for the rest of us we are stressed, and stressed about being stressed. We need a little help when we look in the mirror and do not see the fairest of them all reflected back.

One of the first dreaded signs on the body is the under-eye bags. And then you no-

tice that your bags have bags. This is your nightmare version of being charged by the airline for more than your carry-on. In a cruel twist of fate when many would love to have a loss of fat, it is not the belly or thighs but the skin under the eyes which suffers this fate. Factors such as genetics, aging, allergies, sun damage, and just plain old exhaustion are culprits. Research offers many potential solutions on the spectrum from the "rational" to "are you insane" spectrum.

One remedy is placing cold cucumbers under your eyes and maybe listening to Enya. This seems like a great idea until I think the cucumbers actually would be delicious added with a little jalapeno to a great margarita. After all, I don't compost and I feel they shouldn't go to waste. This

turns into a fantastic cocktail hour and it is only the next morning that the resulting dehydration has made the under-eye circles worse.

Caffeine is also thought to be a solution to reduce the puffiness so I choose used, chilled tea bags instead under my eyes which inspire no mixology recipes or impromptu Cindi Lauper dance parties. It doesn't do much but reminds me I enjoy Earl Grey, and his tea.

There are some supremely bad ideas like using Preparation H. When Catherine De-neuve said at 30 you have to choose between your bottom and your face — this is not a solution. Also, Tik Tok is not exactly the best authority for pharmaceutical off label uses. I just can't stomach the idea of eye-posure,

and paying more for eye cream per ounce than gold is not acceptable.

Given the sensitivity of the under-eye area, all products must be used carefully — something Cleopatra might have considered when using kohl as an eye liner. So here are a few I have actually found effective.

Saint Jane found at Onda Beauty has the most beautiful packaging and luxurious products. The Saint Jane Bright Repair Eye Cream with Vitamin C, CBD and green tea is a delight for the senses to brighten, calm, and restore. To protect from sun damage, try the Luxury Sun Ritual Pore Smoothing SPF 30 Sunscreen which aside from being light and invisible adds rose, hibiscus, and jasmine which is a heavenly scent (admittedly it also makes

me think of a botanical cocktail).

Kiehl's, which has worked with a leading panel to develop their Dermatologist Solutions, has their Powerful-Strength Line-Reducing & Dark Circle-Diminishing Vitamin C Eye Serum found at White's Pharmacy. The Vitamin C combined with Tri-Peptide and Hyaluronic Acid is their formula to visibly correct under-eye dark circles.

For a quick fix (reference margarita dance party) a good tightening gel to hide sins is Peter Thomas Roth Instant FIRMx Eye found at Ulta Beauty, a temporary eye tightener. It instantly tightens and smooths under-eye puffiness. Like Martha, you will be ready for your close-up.



# HAMPTONS FASHION WEEK™

LUXURY LIFESTYLE EVENT



# SAVE THE DATE

AUGUST 25<sup>TH</sup> - AUGUST 27<sup>TH</sup>



GET YOUR TICKETS  
FOR HFW 2023 NOW!

# HFW 23

HAMPTONS FASHION WEEK™

THE SHOWS

*For inquiries: [dee@dcgpublicrelations.com](mailto:dee@dcgpublicrelations.com)*