

ARCHITECTURAL DIGEST

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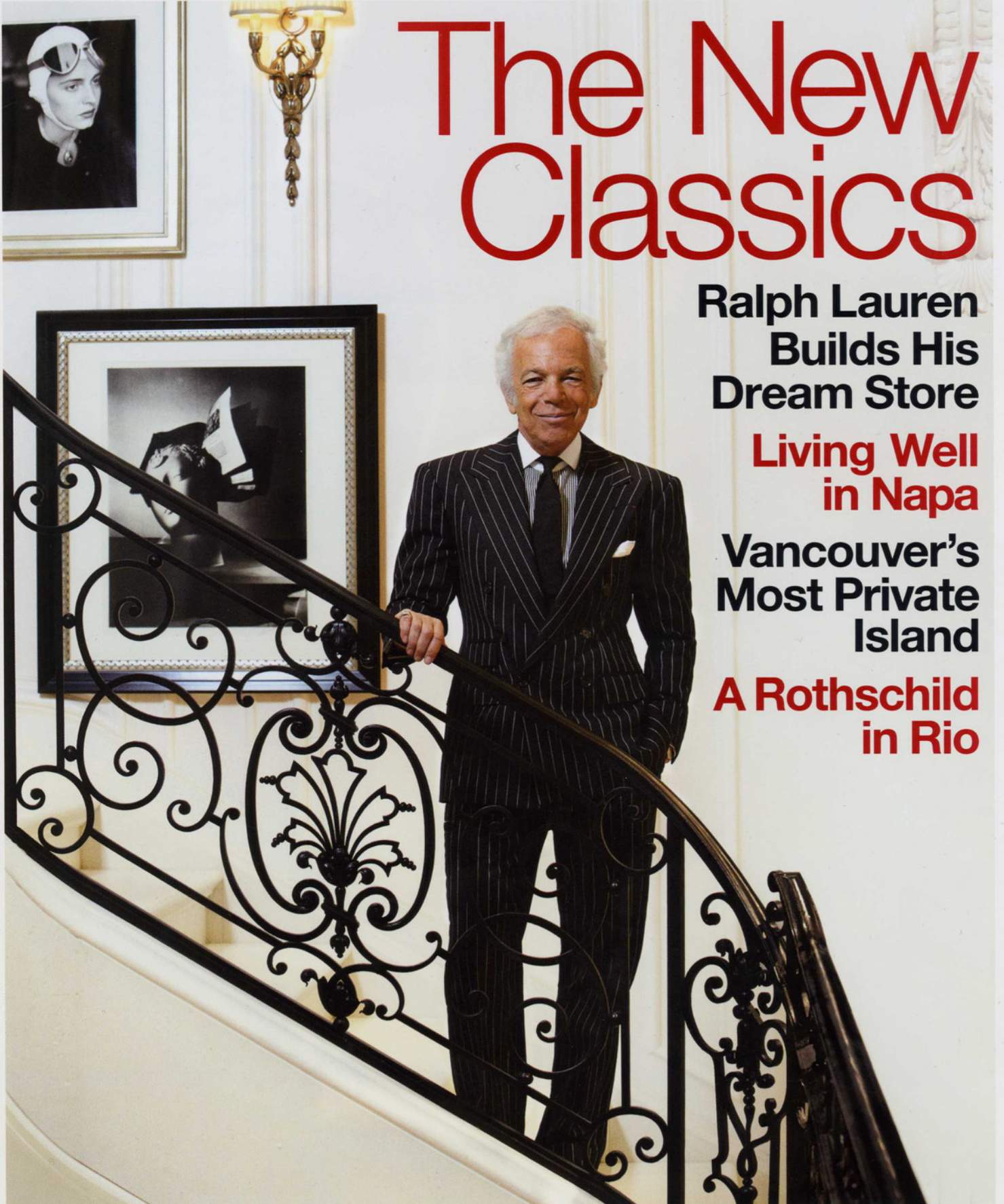
The New Classics

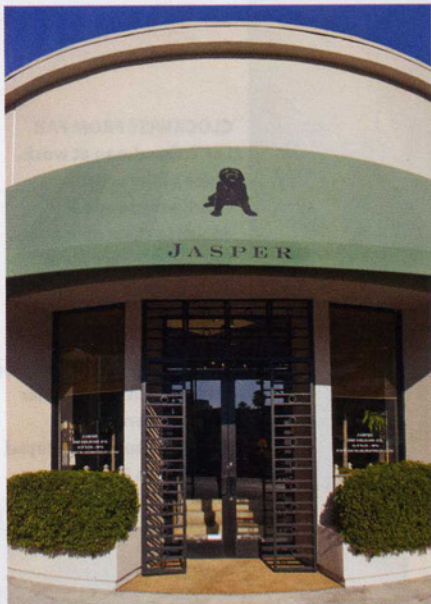
**Ralph Lauren
Builds His
Dream Store**

**Living Well
in Napa**

**Vancouver's
Most Private
Island**

**A Rothschild
in Rio**





CLOCKWISE FROM TOP LEFT: A turquoise awning crowns the curved entrance to the Jasper showroom. The open space is divided into vignettes. An inviting seating arrangement occupies one corner. Designer Michael S. Smith.

Fit for Living

Michael S. Smith's new Jasper showroom in West Hollywood feels just like home

BY SAMUEL COCHRAN

IMAGINE A SHOWROOM THAT HAS EVERYTHING a decorator could want. Interior designer Michael S. Smith—a veteran shopper with a client roster that ranges from Cindy Crawford to President Obama—not only longed for such a place, he built it. “I wanted to create an environment where you could shop for an entire house in an easy, elegant way,” he says of the new Jasper outpost in West Hollywood, which sells to the trade both his own collection (for which it is named) and his favorite designs by others. “Here,” he quips, “is my box of crayons.”

Among the chic standbys are sconces by New York’s John Rosselli and London’s

Collier Webb, upholstered seating by O. Henry House, and an array of fabrics found the world over, from flame-stitched Majorcan linens to block-printed Turkish textiles. “The lines we carry are all part of my vocabulary,” says Smith, referring to his signature use of traditional forms and international accents. “Each piece has its own creative integrity—nothing is filler.”

Cleverly mixed throughout the 5,500-square-foot space, just blocks from the Pacific Design Center, the eclectic items read less like a store display than an actual Smith interior. In one nook, panels of hand-painted Gracie chinoiserie wall-paper surround a marble chimneypiece

by British-based Jamb; in another, a Venetian-style writing table by Jasper is paired with a David Iatesta armchair. The establishment serves not only as an enticing shopping destination but also as a source of inspiration for the designer himself. “It’s a test kitchen—a place to experiment and put things together before we send them out into the world,” says Smith, who recently debuted a collection of furniture and fabrics for Baker as well. For fans of the designer’s sophisticated style, those pieces could be the only ones they’ll have to buy elsewhere. □

Jasper, 8525 Melrose Avenue, West Hollywood, CA; michaelsmithinc.com, 310-315-3028