

LUXURY WITHOUT COMPROMISE

# Robb Report



## Spring Fashion

FROM LOWER MANHATTAN  
TO GREATER TOKYO,  
FRESH STYLES UNFOLD

MARCH 2018





## vision quest

A SOURCE OF FASCINATION for some, the record housing prices in Los Angeles have been divine inspiration for at least one brand. “The Visionnaire style and complete concept has gotten an incredible response from Los Angeles designers and developers, who are approaching us not only for single items but even to create entire interior concepts for some enormous projects,” says Giuseppe Baldassarre, brand manager in the Americas for **Visionnaire** ([visionnaire-home.com](http://visionnaire-home.com)). Those projects have prompted the Bologna-based brand to put down roots in California.

This month sees the debut of Visionnaire’s first company-owned retail flagship outside of Italy, which is set to open in the middle of West Hollywood’s thriving design scene. Familiar to design insiders, the nearly 60-year-old brand emphasizes handcrafted, complete interior-design proposals. Its West Coast outpost will be a layered, material-centric aesthetic universe that includes a wide range of furniture, lighting, and outdoor collections along with kitchens, wellness rooms, custom yacht capabilities, and even bespoke molding. Expect statement-making pieces like **Mauro**

**Lipparini’s** Equinox Mobile Bar (below, \$41,234), with its Deco-like coat of jade onyx, and the Bart Low Unit (above, \$32,400), whose major Memphis vibes owe to artisan-carved Sahara Noir marble, Nero Marquina marble feet, and wavy glass doors.

Poised as a showroom and workshop for the style obsessed and their interior designers, the new space marks a shift for the brand. As it sheds a certain under-the-radar status, Visionnaire is entering a white-hot West Coast neighborhood at an ideal moment—proving that even in design, timing is everything. —ARIANNE NARDO



MAX ZAMBELLI