



FLEXFORM

## BEHIND THE BRAND

AS FLEXFORM PREPARES TO CELEBRATE ITS THIRD ANNIVERSARY IN NEW YORK, GENERAL MANAGER AMIR KAZERANI SITS DOWN TO REFLECT ON THE SHOWROOM'S SUCCESS, WHAT THE FUTURE HAS IN STORE, AND HIS TEAM'S KNACK FOR CRAFTING CONTEMPORARY WARES.

**Why New York?** We wanted to be in the epicenter of the design world and easily accessible as a go-to shopping destination for designers, architects and their clients. **Describe the vision for the store.** It was all about clean lines and putting a spotlight on Italian craftsmanship and contemporary, classic design. **What kinds of items do you carry?** We exclusively carry products from the Flexform line and the brand's sister company, Mood. **How often do you update your inventory?** Twice a year—once to accommodate all of the new products that launch during Salone del Mobile and once more to usher in the New Year. **What's coming up next?** We're always tweaking and thinking about how to stay relevant; for example, we just completed a two-week renovation to revamp our look in July. [flexformny.com](http://flexformny.com)



## #INSTA-CRUSH

[@aelfie]

**WHO:** Aelfie Oudghiri, the owner of Aelfie, a Greenpoint, Brooklyn-based rug and textile design studio that offers a thoroughly eclectic range of products from around the world—from handwoven rugs from India to quirky pillows and flat-woven tribal textiles. **WHAT:** All things bright and colorful and, thanks to Aelfie's ever-growing inventory of vintage rugs, tons of beautiful #floorcore to crush on. **WHY:** Following Oudghiri on Instagram feels a lot like getting to know that way-cooler-than-you girl in high school and being invited to sit at the "popular" lunch table for the first time—just beware, your own friends may seem slightly less stylish as a result.

[IN HER WORDS]

"I don't think about what I'm going to post too much. I tend to snap whatever catches my eye, whether it's color, pattern, animals, or even a great outfit."

## DATE BOOK

[shanan campanaro: brooklyn]



Brooklyn is a veritable playground for surface designer Shanan Campanaro. Not only does her booming wallpaper and textile line, Eskayel, borrow its fair share of inspiration from the city's eclectic urban aesthetic, but her go-to furniture, wardrobe and accessories sources are never more than a stone's throw away from her studio. Sneak a peek at some of Campanaro's must-see destinations with this itinerary she crafted for *Luxe* readers.

**9:00 a.m.** Start your day by coming to see me at Eskayel. We're always working on something exciting and beautiful.

**10:00 a.m.** Stop in at Julie Thevenot's showroom. She has amazing art objects and wall hangings, with a lot of custom things you don't see on her website.

**11:00 a.m.** Get some coffee and a snack at Depanneur. They're one of my favorite spots in the neighborhood.

**12:00 p.m.** Check out the nearby Pilgrim Surf + Supply, as well as Beautiful Dreamers, Two Jakes, Sprout Home, and Mociun. They all have a lot of gorgeous things to see.

**1:00 p.m.** Walk up toward Bedford Avenue on North Third and get some chocolate at Mast Brothers. It's delicious.

**2:00 p.m.** Be sure to visit Spoonbill for a magazine you can read when you go to get your pedicure at Primp & Polish.

**3:00 p.m.** Browse around Bird for clothes from Raquel Allegra, Acne Studios, Tsumori Chisato, Loeffler Randall, and more, while waiting for your toes to dry.

**4:00 p.m.** Grab a Fountain of Youth smoothie at Juice Press—they have the best vegan stuff.

**4:30 p.m.** Absolutely don't forget to stop into Electric Feathers and Hickoree's. All their ready-to-wear fashion is easy but super glamorous.

**5:00 p.m.** Finally time for a drink and an early dinner at OTE. The Caesar salad is the best thing ever, and the cheese fries are incredible.

**6:00 p.m.** Grab a few bottles of wine from D.O.C. on your way home, and ask for Paul. He makes the best, never-boring recommendations.

