



ANTEBELLUM SOUTHERN COMFORT

NEW ORLEANS, LA, USA

DESIGNERS
CHUCK RANDELL & CARL PALASOTA
RESIDENT
PETER ROGERS

This elegantly styled antebellum residence in New Orleans is the home of Peter Rogers, renowned adman responsible for slogans that include “If you don’t look good, we don’t look good” for Vidal Sassoon and “You never had it so good for so little” for Gloria Vanderbilt’s \$26 blouses. He is also famous for executing the hugely successful Blackglama campaign conceived by his associate Jane Trahey in the late 1960s. Having spent his career in New York, when he retired Rogers longed to return home to the South, and this Creole cottage in the French Quarter of New Orleans fit the bill perfectly. Inside this two-story, stucco-coated brick house, the palette is restricted to a small number of earthy colors. The entire ground floor has a black-and-white checkerboard tiled floor and the walls are rendered in a pea-soup green. A garden room with trellis-lined walls spans the entire width of the house and opens onto a sandstone-paved, palm-shaded courtyard. As you climb the stairs leading up to the floor above, you pass a collection of photographs from the Blackglama campaign. Taken by the likes of Richard Avedon and Bill King, these portraits feature Natalie Wood, Faye Dunaway, and Barbra Streisand, among others, all clothed in the exquisite black mink fur. The bedrooms upstairs are painted in neutral tones and have black-tile floors. In the guest room is a beautiful collection of neoclassical furniture that includes a pair of Regency beds, an antique Swedish gilded stool, and a Biedermeier mirror. The bathroom is lined with Carrara marble and features a mirrored faux-bamboo screen conceived by MGM costume designer Adrian Adolf Greenburg. Back downstairs in the living room, a loveseat and two armchairs have been upholstered in Rubelli linen to match the color on the walls and encompass a William Haines cocktail table that once belonged to actress Claudette Colbert. Throughout the house are animal prints—zebra rugs on the floors, a leopard-skin runner on the stairs, and a wing chair covered in zebra stripes in the living room. The hunting theme continues in the dining room, where a handsome antler light fixture is suspended above the table and an antler-framed mirror hangs above the fireplace.