

# A FEAST FOR THE EYES

Doyenne of American fashion Diana Vreeland nailed the notion of glamor when she coined the word “pizzazz.” Meaning flamboyance, and the delight of the new, even when she did simple, she did it to excess. Vreeland had an eye for color, pattern, and achingly high style. As demonstrated in her all red Park Avenue living room decorated in the 1950s by interior designer Billy Baldwin, she wasn’t one to conform. Using a Persian-inspired scarlet floral chintz from Colefax&Fowler to envelop the entire space, the scheme was to suggest a garden—but a garden in hell. Baldwin observed that the apartment was “the most definitive personal statement” that he had ever seen in all his years of decorating. Vreeland knew that being brave makes you stand out from the crowd. Fearless, charismatic, and far from boring, welcome to the House of Glam.

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Imagine sipping cocktails within bombshell architecture such as the John Lautner-designed “spaceship” house as the sun goes down over the Hollywood Hills. Or lounging in white silk pajamas looking up at the mirrored ceiling of a 1930s bedroom designed by American society decorator George Stacey. Or partying within a stacked, overtly decorated townhouse exploding with joie de vivre. Here, traditional techniques such as *verre églomisé* and silk-embroidered walls are paired with sculptural furniture, brass accents, and bespoke handwoven rugs. This diverse architectural landscape is a feast for the eyes, where expressive colors, textures, unusual forms, and exotic materials combine to create a contemporary interpretation of an art deco or classic 1950s Hollywood film set interior. It’s fun. After all, designers are innate history buffs and there is a wealth of history in architecture, decorative arts, fashion, and film through the ages to cherry pick and play with. These homes dream big.

“A glamorous interior is rich with color, material, and texture, and more often than not, it references the past, when people were great at living big,” explains Paris-based property developer and designer Ashley Maddox of Studio Maddox. She firmly believes that glamorous interiors are layered over time and often feature traditional elements such as hand-painted wallpaper, blown-glass chandeliers, marble chimneys, velvet, brass, thick carpets, and the like. But more than that, decoration is an extension of a personality. Think of a glamorous interior and the homeowner, too, is often next level. In the glimmer of the elite hanging out in a nineteenth-century French or Italian salon, glamor is not only to do with lavish good looks but also a building’s recreational purpose. These interiors were designed not solely for aristocratic taste but equally for the visiting guest. Like the most exclusive member’s clubs today, every well-dressed living room is a fizzing mix of personality, lifestyle, and fierce design. ▶

