

**DINING ROOM**

Silvia found the dining table, which dates from the same period as the apartment, at the Marché aux Puces de St-Ouen, the largest flea market in Europe.

**Similar light.** Stchu-Moon 02 suspension light in gold, from £413.95. Cattelani & Smith at Arredare, 028 9146 0067, arredare.co.uk. **For similar antique parquet floors,** try Drummonds, 01798 860100, drummondsflooring.co.uk.

PARIS APARTMENT

*This immaculately dressed home in Le Marais is every bit as stylish as its Italian designer owner*

WORDS JENNIFER GOULDING PHOTOGRAPHS HELENIO BARBETTA

# FASHION SENSE



**D**espite the fact that Italian fashion designer Silvia Reinhold runs her business out of Turin, it is Paris that holds the keys to her heart. The painstaking care she has taken over the renovation of her pied-à-terre in Le Marais is testament to her love for the place, and the interior is imbued with her innate sense of style and elegance. Decorative original details and clean white walls provide the perfect canvas for her statement furniture and confident use of accessories, many of which have been sourced from local markets.

**Why do you base yourself in Le Marais?** My main home is in Turin, but I often come to Paris for business. Also, I adore this city; it makes me feel happy and free, particularly Le Marais quarter with its small, quiet streets – it's so calming. My apartment is near Place des Vosges. It's a peaceful neighbourhood with lots of art galleries, charming boutiques and little coffee shops.

**What was so appealing about this apartment?** It was built in 1905 and is a typically Parisian building, which I like. But I really fell for its positive, tranquil atmosphere and the many windows overlooking the green trees of the boulevard, which make it wonderfully sunny. It was like a dream for me.

**What condition was the interior in?** It was an artist's atelier and home – all the principal rooms were filled with drawings and paintings – and it was in a good state, with original wood floors, doors, cornices and marble fireplaces that all work really well. For me that was magical. Although the decoration was very pretty, I decided to change everything.

**Including the layout?** Yes. I added glazed doors from other parts of the house between the kitchen, dining room and sitting room to make it a more open-plan space. I love the way this extends the views. I also reconfigured the sleeping area to create four bedrooms and four bathrooms.

**It sounds like a big project; did you have any help?** A friend of mine, Christophe Fenwick, who lives in Paris and works in fashion, provided assistance. He took care of the renovation and oversaw the building work. Then Marco Lobina, the owner of Rezina, a company specialising in resin floors, helped with the bathrooms. However, I did much of the decorating myself.

**Can you describe the process?** Before I started decorating the apartment, I stood in each empty room and imagined how it should look. Then it was just a case of finding the pieces I saw in my mind's eye. For the sitting room I envisaged a touch of yellow, so when I saw a beautiful 1956 Paolo Buffa yellow velvet sofa, I knew it was the right one.

**What inspired the other elements of the décor?** I added mirrors to reflect the trees of the boulevard and I began to collect unique pieces – old photographs, paintings, small items of vintage furniture and strange little rugs – so that everywhere I look, there is something that gives me pleasure.

**Creating interiors comes naturally to you, then?** I've always been interested in decoration and design, and I love antiques



#### SITTING ROOM

Throughout the apartment, lighting is used to great decorative effect. Here, Silvia's beloved Zettel'z pendant light provides a delicate but dramatic focal point. At ground level, rather than have one large rug, vintage designs have been grouped for a bohemian look. Zettel'z 5 pendant light, £761. Ingo Maurer at Twentytwentyone, 020 7837 1900, twentytwentyone.com. Knüller floor lamp, £1,100. Ingo Maurer at Darklight Design, 0118 988 2294, darklightdesign.com. Ptolomeo bookcase, £774. Aram, 020 7557 7557, aram.co.uk.

#### KITCHEN

The unusual kitchen table, which has a hand-painted glass top, is a one-off piece from Spazio Rossana Orlandi, one of Silvia's favourite shops. It looks even more striking against the black cabinetry topped with marble. Cabinetry in Pitch Black, Estate Eggshell, £53 for 2.5 litres, Farrow & Ball, 01202 876141, farrow-ball.com. Portoro marble worktop, from £2,400/sq m, Lapidica, 0800 012 2220, lapidica.com.

#### STUDY

The minimal form of a 1950s wall lamp by Jean Prouvé chimes beautifully with the pretty woodland mural. Potence wall lamp, £966. Vitra at Skandium, 020 7584 2066, skandium.com. Fôret Noire wallpaper mural, 3x3.72m, €480, TapetenAgentur, 0049 221 932 8182, tapetenagentur.de.

#### ENTRANCE HALL

A piece of contemporary art by Milanese artist Barbara Nahmad is a colourful, playful juxtaposition to the antique chandeliers. For similar panelling try Finepanel, 01892 544228, finepanel.co.uk. For similar antique chandeliers, try Norfolk Decorative Antiques, 01328 856333, antique-lighting-and-chandeliers.co.uk.





markets, especially the Marché aux Puces de St-Ouen; the people are so friendly and there's always something new to see.

**Where do you find inspiration?** Design magazines and blogs inspire me, and places such as Spazio Rossana Orlandi, a shop and gallery in Milan that sells unique and vintage furniture. It could also be something as simple as the colour palette of a scarf that I can imagine suiting a room.

**Do your fashion sensibilities influence you?** For me, black is important in fashion so I used it in details such as the front door and the dining chairs. It gives breadth and light to other things.

**Who are your favourite designers?** Paola Navone is someone I very much admire, and my sofa and beds are all her designs. I also love Ingo Maurer's creations. His Zettel light is in my sitting room and in both my shops.

**How would you describe your style?** I like to mix things up and look for pieces that touch or excite me. I love imperfections. Houses and dresses must not reflect a trend, but your soul. □

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**BATHROOM**

The peeling painted frame of the mirror is a pleasing contrast to the clean lines of the fixtures and fittings elsewhere in the bathroom.

**In-Out washbasin.** £1,695;

**Square tap.** £2,526. Agape Design at West One Bathrooms, 0333 011 3333, westonebathrooms.com.

**GUEST BEDROOM**

Utterly simple but effective, this scheme is given dashes of colour with bright throws.

**Walls in** Lamp Room Gray, Estate Emulsion, £38 for 2.5 litres, Farrow & Ball, 01202 876141, farrow-ball.com. **Vertigo pendant light.** £690, Petite Friture at Heal's, 020 7896 7451, heals.co.uk.

**MAIN BEDROOM**

Above the bed (below left) is a mixed media piece by contemporary Roman artist Cristiano Petrucci. A neutral paint colour highlights the apartment's original fireplace and cornices (this page), and is an effective foil for Silvia's mid-century accessories.

**Milos bed,** from €1,180, Paola Navone for Orizzonti at Kelly Hoppen Interiors, 020 7471 3350, kellyhoppeninteriors.com. **Walls in** Clunch, Estate Emulsion, £38 for 2.5 litres, Farrow & Ball, 01202 876141, farrow-ball.com. **Gubi Gråshoppa floor lamp.** £565, Nest, 0114 243 3000, nest.co.uk.