



Sweet Escape

Celebrated designer India Mahdavi brings her colorful perspective to L.A.

BY AMANDA EBERSTEIN PORTRAIT BY SAMUEL FROST



SINCE LAUNCHING HER NAMESAKE studio in 1999, Paris-based interior designer and architect India Mahdavi has become beloved around the world for her bold yet whimsical style—showcased in spaces like Sketch restaurant in London and the Hôtel du Cloître in Arles, France as well as private residences from Mumbai to East Hampton. "My work is about sunshine," Mahdavi explains. "I try to bring joy into a space, with light and colors. You want to make someone happy—it's like taking vitamins." Yet despite her bright outlook, which seems tailor-made for California, Mahdavi had yet to work commercially in the Golden State—until now.

This January, Mahdavi made her Los Angeles debut with the buzzy opening of Ladrée Beverly Hills—the second L.A. location for the famed Parisian macaron patisserie. "I work like a portraitist. I wanted to capture the essence of Ladrée, and bring it somewhere new but through my eyes," Mahdavi says of the jewel-box, garden-inspired space, which features a soft green-and-pink palette, with trellised walls and ceilings punctuated by oversized floral mirrors. "L.A. is a country of movies, it's a country of dreams and I wanted to capture that dimension." Indeed, the charming eatery has a Marie Antoinette fantasy-like feel, with custom upholstered Gio Ponti chairs and chic lime banquettes that serve as the perfect backdrop for

Ladrée's signature pastel-colored confections.

Meanwhile, over by Highland Avenue, furniture dealer Ralph Pucci has devoted an entire second-floor area of his expansive new showroom to Mahdavi's creations. "India's world is all about color and fun," says Pucci of the designer's collection, which consists of her iconic velvet tufted chairs and sofas alongside pieces of lacquer, ceramic and wood. "I felt it was necessary to show her work in her entirety to let her unique visual language speak and be clearly heard." He also believes that Mahdavi's furniture—of which he is the exclusive dealer outside of her own Paris atelier—is particularly suited for the West Coast. "It's new, fresh and playful, but at the same time very sculptural, which is a natural progression for the California audience that is so comfortable with midcentury shapes," Pucci says.

L.A., for its part, is full of inspiration for the veteran designer. "In most cities, when you look at the horizon, you're going to see 80 percent of buildings and 20 percent of sky. Suddenly, the proportion is reversed here," says Mahdavi. "I think when you see that openness, it makes you dream much more." As fate would have it, Mahdavi originally dreamt of L.A. when she was starting her career. "I wanted to be a filmmaker," she says. "It's all about telling stories visually—film and space, it's the same thing. I guess I finally made it to Hollywood."

india mahdavi

show room # 3

A 3 rue las cases 75007 paris

T +33 1 45 55 67 67

F +33 1 45 55 67 77

—

E showroom@indiamahdavi.com

—

OPEN

monday: 10am-1pm, 2pm-7pm

tuesday to Friday: 10am -7pm

saturday: 11am -7pm

show room # 19

A 19 rue las cases 75007 paris

T +33 1 45 55 88 88

T +33 1 45 50 11 21

—

E accessoires@indiamahdavi.com

—

OPEN

monday to saturday: 11am -7pm

studio

A 5 rue las cases 75007 paris

T +33 1 45 51 63 89

F +33 1 45 51 38 16

—

E studio@indiamahdavi.com

—

press

A 5 rue las cases 75007 paris

T +33 1 45 51 75 12

F +33 1 45 51 38 16

—

E press@indiamahdavi.com

—