

APPAREL

ACCESSORIES

HANDBAGS

BOTTEGA BENETA CELESTINA EMILIO PUJCCI LORENZA GANDAGLIA JIL SANDER LANVIN MONIQUE PEAN
MARNI DONNA KARAN ANTONIA MILETTO RICK OWENS PIAZZA SEMPIONE PONO WOLFORD



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AUGUST 1 - 15, 2008

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What's Popping | Black, white and gray provide a backdrop for vibrant accessories and art throughout the East Hampton home of brother and sister duo Louis Marra and Allison Julius. Set on a lucite and glass cocktail table, a ceramic tulip vase in a bright turquoise glaze (OPPOSITE AND THIS PAGE) brings a burst of color to the living room. Both items are from Maison 24, Allison and Luis's new Bridgehampton shop. See *Resources*.

Casa 'B'

A FASHION FORWARD FAMILY OF FOUR BRINGS HIGH STYLE TO WORK AND PLAY

BY EMILY LIEBERT | PHOTOGRAPHS BY ERIC STRIFFLER



Casa 'B'

is well equipped for HNF. It may sound like code, which, well, it is, unless of course you're friends with Allison Julius and her brother Louis Marra, who—along with her husband, Zachary and his partner Daniel Pafford—occupy a 3,200-square-foot home on two acres in East Hampton. "The 'B' stands for our dogs' names—Bianca and Blanche (both deceased) and our new devilish pups Boston and Beckham (a Maltese and Brussels Griffon-Shih Tzu mix, respectively)," Julius says. "Everyone assumes the 'B' stands for second home, like Casa 'A' v. Casa 'B' (both couples have apartments in Manhattan), but we're just obsessed with monogramming everything in our dogs' honor. So whatever can be monogrammed gets a big 'B'—from matches and deck chair pillows to terry robes for our guests, plastic glasses, cocktail napkins and barware. It's meant to add some humor to our everyday."

HNF, on the other hand, is an acronym Allison credits to her husband. "It means High Nudity Factor and it's a term he coined when we were house hunting. While none of us are nudists, we do enjoy our backyard privacy. And, although it's never happened, we could strip down naked and run around our very private, heavily wooded backyard!"

Streaking aside, Allison and her family take great pleasure in the circa-1991, Hamptons modern-style home (complete





New And Old | Both Allison and Louis formerly worked for Jonathan Adler and the designer's aesthetic remains a strong presence in their home's décor. In the dining room, the Chippendale chairs, table and polished nickel Meurice chandelier are all from Adler. The eclectic components of the colorful table setting (OPPOSITE RIGHT), including Versace dinnerware, handblown black and white stemware and a yellow ceramic jar with pineapple top, were all procured from Maison 24. **Mrs. Clean** | Sporting her signature patent pumps and a Tory Burch dress, Allison (OPPOSITE LEFT) attends to a spill in the kitchen. **Not Too Serious** | Louis's partner Daniel Pafford (seated far left) and Allison's husband, Zachary (seated far right), also reside in the home. Together, with their two dogs Boston and Beckham, they make for a wonderfully unconventional family of six. The reproduction of a 1964 *Playboy* cover (ABOVE) and Dirk Westphal's *Orson Welles 2001* (BELOW LEFT) along with a dramatic 18-arm, Italian handblown glass chandelier make a splash in the living room. **Private Place** | The home (BELOW RIGHT), which was constructed around 1991, appealed to Allison and Luis for its contemporary design and relative privacy. See [Resources](#).





Work Room | Two Barcelona chairs from Design Within Reach define the office (ABOVE). The desk lamp was purchased at Southampton's Homenature. **Bee Movie** | Dubbed 'Casa B' in honor of their pooches, the house features an abundance of monogrammed "Bs" including the entrance hall's rug (BELOW LEFT). The room's mirror and mirrored shelf refracts light, an effect that further emphasizes the crisp white Benjamin Moore paint used throughout the home. A living room vignette (BELOW RIGHT), which includes a Lalique crystal fish sculpture and a vintage mirror, continues the reflective theme. **Bed Time** | Two of the home's four bedrooms are master suites. Pillows from Mecox Gardens and a neon phone from Maison 24 create a bright palette in one of the masters (RIGHT). The other (OPPOSITE) features darker tones established by a West Elm headboard, Restoration Hardware bedding and Jonathan Adler woven wool pillows. See Resources.



with a pool, deck, spa and stainless steel outdoor kitchen and cabana), which they've lived in for nine years. And, since the Memorial Day-weekend opening of Allison and Louis' new Bridgehampton store, Maison 24—a "utopia for the latest and best in luxury goods and everyday home essentials"—the sister-brother duo (she was formerly PR Director and he was VP at Jonathan Adler) will be calling their local digs their main residence for the high season. "To us, the Hamptons has never been about 'the scene.' It's been about relaxing at the beach or by the pool and entertaining at home," Allison explains.

And it's for this reason that she takes great pride in her décor—modern with a '70s glamorous beach house flair—the foundation of which is a neutral palette of black, white and grays. But don't be fooled by the simplistic color scheme; it underscores vibrant

accent pieces such as vividly colored throw pillows, a large ceramic blue vase on the vintage '70s lucite and glass cocktail table in the living room, and Versace dinnerware. And all of the rooms have thick white or taupe shag rugs. "I guess you could say it's all about white at the beach," Allison says. "The interior and exterior are all painted Benjamin Moore Super White, and the wall that separates the entry foyer and living room is white on white Venetian plaster. We intentionally created a clean, neutral base that allows us carte blanche when it comes to layering in color and patterns."

The focal point of the home is the living room/great room/dining and kitchen area (there's also a master bedroom/bath, two guest rooms with full baths, an office downstairs and another master bedroom/bath and loft sitting area upstairs). It's where they all relax—in high style. To offset the vintage cocktail table, there's a





Swan Song | Daniel stretches into a dive (LEFT) as an amused pal looks on. **Made in the Shade** | In the backyard (OPPOSITE TOP), a complementary black and white cabana and awning provide ample shade while a plethora of chaise longues from Thayer's line up near the Viking kitchen to provide plenty of space to catch the sun's rays. **Creature Of Comfort** | West Elm furniture and Williams-Sonoma nickel candle holders (OPPOSITE BOTTOM RIGHT) create a comfortable place to entertain outdoors. Allison relaxes there (OPPOSITE BOTTOM RIGHT) with her pooch Beckham. See Resources.

'70s mirror console (both from Allison and Louis's parents first home), a custom upholstered valance and drapes in a '70s black and white trellis pattern and an Italian glass chandelier that's a modern take on a vintage Murano. Other accents, like a pair of vintage '70s lucite and chrome lamps and vintage ebonized wood chairs with robin's egg blue upholstery, add subtle texture and color to the spaces.

No less impressive is their collection of artwork, which is highlighted by the natural light that floods through the home's large sliding glass doors and picture windows set into the 20-foot-high walls. In the living room, the Dirk Westphal lightbox, titled *Orson Welles 2001*, casts a reddish/pink glow across the space at night and there's also a Steven

Klein photo of Brad Pitt and Angelina Jolie, shot for *W* magazine. *The Matchbook* in the dining area nook is pencil on paper by artist Michael Dinges, and there are two limited edition giclée prints featuring the LADS characters by The London Police—one classic black and white and one color, reflective of member Chaz's evolving style. The loft features an original vintage C. Jere sculpture purchased on eBay and three paper collages by artist Rex Ray. Appropriately, in the entry foyer, welcoming guests to Casa 'B', there's an oil on canvas of Bianca and Blanche by Paul Aquino.

"Over the years we've gone to look at other houses," Allison says. "But there's none as perfect as this one for our unique family." ☀

