

LIVING

EDITED BY MIRANDA PURVES



House of Style

FASHION GURU RACHEL ZOE WORKS HER RED CARPET CHARM ON HER NEW HOLLYWOOD HILLS HANGOUT. BY JULIA CHAPLIN

Most people would find it annoying to have friends dropping by at all hours to raid their closet for last-minute party attire. But not if you're power stylist Rachel Zoe, and not if your friends happen to be among the current crop of Hollywood starlets that includes Lindsay Lohan, Nicole Richie, and Mischa Barton. So it was all the more pressing for Zoe, 34, and her husband, Roger Berman, to redo the 1950s midcentury modern ranch house that they recently bought in the Hollywood Hills a dream-pad makeover as fabulous as her fabulous threads.

PHOTOGRAPHED BY COUENA RENTMEESTER

ELLE DESIGN

The couple enlisted architect CJ Bonura (who has done homes for Kanye West and James Perse) for the case study-inspired renovation, but Zoe, between jetting off to fashion shoots around the globe, insisted on handpicking the interior herself.

"I figured if I could style 20 celebrities, I could buy furniture for a 3,300-square-foot house," says Zoe, who got her start working at *YM* magazine and styling music videos for Britney Spears and Jessica Simpson. Before moving out west to be closer to her Hollywood fan base three years ago—including clients Keira Knightley and Jennifer Garner—she lived in a Manhattan loft designed by Delphine Krakoff, the wife of Coach president Reed Krakoff. "But interiors are a lot harder than fashion," she says. "Everything costs more, and it's around for a lot longer."

Zoe, whose over-the-top style recalls the hard-partying soap-opera beauties of *Valley of the Dolls* with a dab of Studio 54, has been credited with ending the Uggs-boot and midriff-baring era and ushering in a glamour girl takeover that looks a lot like Zoe herself, with gauzy vintage designer dresses, lots of bronzer, and an X-ray thin physique to hang it all on.

"I hate the big-plastic-surgery-boob look," Zoe says one recent afternoon at her new house while tanning by the pool in oversize violet Louis Vuitton sunglasses. "I prefer a fabulous long, drapery gown you can wear to a party and sit Indian-style in. That's true bohemian glamour."

For her home, that translated into channeling the 1970s just as Tom Ford did during his golden years at Gucci and YSL, where he managed to distill the decade into something sleek and minimal by extracting its overt sexiness while leaving the chintziness behind. ("I love Rachel Zoe," Ford gushes. "She has a wonderfully eclectic fashion sense and tremendous influence on what young women today want to wear.")

Zoe chose a party-size, low-lined couch by B&B Italia that could easily seat about six Nicole Richies for the living room. Instead of lava lamps, there's a

Style council: Barton, Richie, Joy Bryant, and Zoe party[ing] at the Roosevelt Hotel pool



Living larger: Zoe tries on clothes in her California closet

SHOW PIECES

Rachel Zoe's style picks for a glam interior (clockwise from right)

- **Designer find:** Vintage Pucci harem dress, \$1,200, at Resurrection Vintage, Los Angeles, 323-651-5516, www.resurrectionvintage.com
- **Retro lounge:** Neoz high-back sofa designed by Philippe Starck, Driade, \$10,264, at UnicaHome, Las Vegas, 888-89-UNICA, www.unicahome.com
- **Flower power:** Casablanca lilies, \$13 each, Empty Vase florist, Los Angeles, 888-283-9890, www.emptyvase.com
- **Sleeping patterns:** Pillows, Missoni, \$49-\$98, at Diva, Los Angeles, 310-278-3191, www.divafurniture.com
- **Table service:** Palladium bone china, available with platinum or gold rims, \$50-\$340, at Tiffany & Co., 800-843-3269, www.tiffany.com



Dialed in: Zoe, in Chanel, at work in her living room with table and chairs by SPACE M



Retro fan: Zoe catches rays with Berman, a Pucci maxi, and a Diet Coke.



Twin set: Ever the stylist, Zoe dresses herself and her bed in Missoni.



Power walk: Pool shoes? Zoe's are four inches or higher.

lava-stone fire pit that lights up with the flick of a switch for chilly canyon evenings. And for late-night drop-ins, there's a fluffy Philippe Starck daybed modeled after the one in the lobby of the Delano Hotel in South Beach—nestled between a Nigel Parry photo of Johnny Depp and a silk screen of Zoe's muse, Kate Moss, by artist Adam Harteau.

"When Lindsay or some of the other girls come over, it turns into a four- or five-hour hangout session," says Zoe, who has the naughty/sweet den-mother persona of Julianne Moore's character in *Boogie Nights*. "It's so much fun. We dress up and take Polaroids, order in food, and watch movies. I know all their secrets about boyfriends and stuff."

And just as Zoe might chically pair a vintage shimmering bronze YSL gown with a new gold Jimmy Choo chain purse for the red carpet, in her bedroom she placed two vintage art deco side tables that she found at a Santa Monica antique show alongside a custom-made buttercream leather platform bed decked out in Missoni linens.

Several hundred square feet were added to the side of the house for Zoe's enormous walk-in closet, which she describes as "pure decadence." With its bank of drawers for her trademark chunky jewelry by Chanel, Dior, and Lanvin and a wall of shelves for her arsenal of four-inch heels (the minimum height she owns), there's finally enough room to sprawl her encyclopedic wearables. There's the 15 vintage Halston gowns, a caramel leather Chanel clutch (a gift from Barton), a white cropped Claudia Schiffer-era Chanel jacket, and dozens of wait-listed Chloé Paddingtons and Silverados, many still in their boxes. (Often a young It Girl can be found among the racks hunting for a paparazzi-ready accessory.) "Rachel and I wear the same shoe size," confides Barton, a closet frequenter. "It's so convenient."

The only problem is, now that Zoe can at last wallow in all of her party girl finery, she's having trouble actually getting to the party. "It's so comfy here," she says, lounging on her bed. "I don't want to leave." □



Easy living: Wallowing in a Gucci gown reimagined with the 1930s zig-zag and coffee table.