

MODERN LUXURY

Angeleno

BEST OF LOS ANGELES

A Curated Guide to
the City's Good Life

CHAMPION STYLE

Fashion's
Athletic Mood

SHINING MOMENT

*Diane Kruger's Role
of a Lifetime*

WATER WORLD

Rosewood Mayakoba
Celebrates Its
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EATALY PHOTO BY ANDREA DIACOSTO





From left: A peek inside Hutch founder Beatrice Fischel-Bock's dining area; Fischel-Bock at home in L.A.

DESIGN & REALTY

buzz

Picture THIS

Tile samples and paint swatches be gone! With Hutch, a new virtual design-powered app, generating fab decor ideas is easy as a tap on the screen.

—Laura Eckstein Jones

"The furniture and decor space is a \$200 billion-plus-per-year industry," says L.A.-based Beatrice Fischel-Bock. "We all need furniture to sit and sleep on, yet the process to buy can be excruciating." Fischel-Bock is seeking to streamline the process with **Hutch** (hutch.com), her app and website that mix 3-D technology with e-commerce. "Users can easily design their space in our app by uploading an image, and we do all the heavy design work," she says. "One of the most popular features is swapping items until you customize the space to your liking. People get addicted to the interface." The app is loaded with decor that's currently in stock, and users can test out options until landing on their perfect room. "It's hard to know what will look good together," she says. "[Our] user experience is here to make the whole process easier and more fun!"



Roche Bobois' renovated West Hollywood showroom

French Accent

Beverly Boulevard has had its share of incredible design destinations over the years, and through every transition, **Roche Bobois** (rochebobois.com) has stood firm. Now, for the first time since 1958, the innovative French furniture and accessory brand is revealing a stunning showroom transformation in the heart of the West Hollywood Design District. The store has been completely redone, with a centralized design center, updated lighting, floor-to-ceiling LED screens, custom wallpaper and eco-friendly plants throughout. Inside, core pieces like the Mah Jong modular sofa (price upon request)—updated in luxurious kimono-inspired fabrics by Kenzo Takada—mingle with the whimsical Bubble chair (\$4,635) in fresh new shades. Says Matthieu Pascal, the brand's U.S. Southwest general manager: "At its core, Roche Bobois stands for contemporary designs that easily elevate and adapt to a space." —LEJ

Work It!

"We are a design and fashion brand first and foremost, so our palette and family of products continually evolve," explains Randy Nicolau, the CEO and co-founder of chic office furniture and accessory line, **Poppin** (poppin.com), which recently opened a showroom in Santa Monica. When Poppin launched online in 2012, this philosophy was evident in its offerings, boasting sleek silhouettes and bold colors: Everything from a stapler to a file cabinet could be considered a standout. Now in keeping with the times, "we recently introduced blush and more muted colors," says Nicolau. When asked about why the brand chose to open in Los Angeles, Nicolau's response speaks to the city's growth. "L.A. has become a booming startup hub in recent years and is establishing itself as a top-tier destination on par with New York City and San Francisco," he quips. "We wanted to be in the area to service all of these businesses." Inspirational setups, along with standouts such as the tufted Brick QT Privacy lounge chair (from \$1,200), file cabinets and clean-lined desk accessories (\$3 to \$499)—available in a variety of candy-colored and muted shades—can be experienced at the showroom, then customized and ordered online. "Our showroom model has proven successful because a lot of our customers prefer to see the quality of the product in person," says Nicolau. "It's hard to determine how comfortable a chair is online." —LEJ



Poppin's QT Privacy lounge chair, \$1,200, and ottoman, \$249, both in blush

HUTCH PHOTOS BY DUSTIN WALKER