

Barclay Butera

A classic American designer gains momentum with a new lifestyle-based textile line.

By LAURIE JENNINGS



Equal parts savvy brand man, smart marketer and creative director, California-based designer Barclay Butera likes appealing to a wide audience — and he is building a business based on that philosophy. Granted, his name isn't as recognizable as, say, Ralph Lauren's, but he's banking on his recently launched textile line for Kravet, as well as his new line of wall art for Wendover Art to change all that. And he just might be right. He already has three eponymous showrooms, and his line of home products is carried in over 300 stores.

What makes his appeal so universal? "I'm a 'fashion for the home' type of guy, and people can relate to that," he says. "I approach a room like a great gentleman's outfit: start with the shoes, move to the slacks, like worn-in Levi's, add a great shirt and jacket, and top it off with a pocket square. For me, it's little details that create that feeling of layering, which is the secret to style in fashion and in decorating."

First up for Butera in 2010 is the Sundance Film Festival, where he's helping to produce the opening night gala. "It's going to be glamorous!"

HOUSE & HOME: How do you describe your style?

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CONTINUED ON PAGE 107

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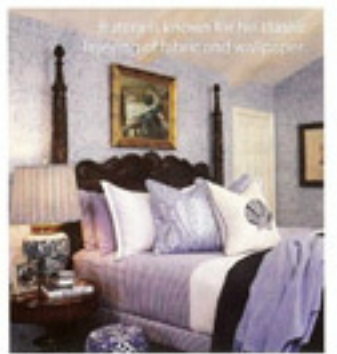
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That's why I divided my textile line for Kravet into four themes: City, Town & Country, Mountain and Beach. It's lifestyle-driven. You can still get the Beach colours in St. Louis, Missouri, but that theme was developed to have a lot of blues and whites. And, Town & Country is mossy, muted greens and chocolates. City is steely greys and blacks. Mountain is deep in cranberry and rich earth tones.



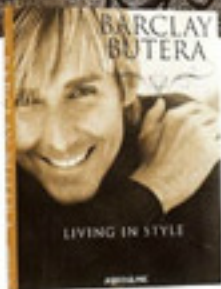
"I love my dachshund-patterned linen. My dogs served as models — they really are a man's best friend." Kingsley 606 (top) and 616 (bottom), Barclay Butera for Kravet.



Butera is known for his classic layering of fabric and wallpaper.



Butera mixes up the blue-and-white scheme in this seaside home.



Living in Style is Barclay Butera's first book featuring his designs. Assouline, 2008.

BARCLAY'S PICKS



CHOICE MUSIC

"I love the textural sound of Coldplay." CDs by Coldplay, Indigo and Chapters.



BEST SCENT

"I have been wearing Gucci Envy for Men for over 15 years." Cologne, Gucci.



ARM CANDY

"Is there any watch more classic than the Cartier Roadster Chronograph?" Watch, Cartier.



TECH TREASURE

"My Bang & Olufsen CD player is a piece of art. Music is such an escape." B&O Sound 9000, Bang & Olufsen.

H&H: What is your foolproof design move?

BB: I'm a great merchandiser, so I'm good at layering accessories. A home isn't complete until it's accessorized. And every room needs one truly great statement piece.

H&H: What rooms in your home do you love most?

BB: The living room in my L.A. home is a tribute to rock and roll living. A Mick Jagger photo by Slim Aarons is the first image you see, then leopard carpet, and purple velvet English-arm Somerset chairs tufted with nickel nailhead trim. I have an Esquire sofa tufted in heavy white linen, Hunting Coat Red painted walls, gilded cabinets, an original Warhol queen of Denmark blended with vintage British flags, and Getty black and white photos of early Hollywood personalities.

H&H: Do you have any advice for people who aren't trained in interiors?

BB: It's based on personal taste, and it's a constant evolution. When you go to a flea market, pick a few things that you love and blend them with current textiles. It also depends on how much you "wear" your home. The more you use it, the more you need to update it. It can be fun and simple. Change the books. Add a tray on the coffee table. Add some candles or new pillows. Think of appealing to the senses.

H&H: Which style icons do you admire?

BB: I like the American classics. Fashion designers like Bill Blass, for example.

H&H: Your proudest achievements?

BB: I work a lot with children's charities in California, so I always feel great about those projects. **H&H**

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