

# Avenues

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OF ART & DESIGN WEST HOLLYWOOD

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AVENUES OF  
ART &  
DESIGN

# Intérieurs' Green Philosophy

Renewable Bamboo Makes its Way onto Robertson Boulevard

Story by Frances Albán | Photos courtesy of Charles de Vegvar and Luke Gardner



"...each exclusive item in the *Intérieurs Collection* is expertly crafted to guarantee its quality, longevity and individual beauty."

When Francine Gardner, owner and creative director of Intérieurs, hiked the Himalayas and visited Borneo, Indonesia, she fell in love with the intelligent Orangutan and the rainforest. The French interior designer was captivated and inspired to get involved with the green cause and conservation. Her inspiration manifested itself into philanthropy, as she became an active member of the Orangutan Foundation headquartered in Los Angeles, and incorporated an eco-friendly stance by which she runs her design company.

Launched in Manhattan in 1996, Intérieurs is a showroom, retail store and design studio with selections that infuse spaces with form, scale, texture and meaningful adornment to create modern, soulful living environments. Gardner carefully selects her curated collections of luxurious home furnishing products and accessories from around the world. Her elegant and harmonious style has caught the attention of some of Tribeca's most powerful players, including Julia Roberts, Anne Hathaway, Gwyneth Paltrow, Jon Bon Jovi and Susan Sarandon. Her success in the Big Apple led her to Los Angeles, where she launched her second showroom on Robertson Boulevard in November 2008.

"I'm excited to be in LA amidst leading design showrooms and art galleries," said Gardner. Along with the opening of the West Coast showroom, Gardner launched her industrial design career with the Intérieurs Collection. Made up of three unique product groupings: *L'esprit Intérieurs*, *L'industriel Intérieurs* and *Le Bambou Intérieurs*, the Intérieurs Collection is poised to increase Gardner's exposure as a power player and environmental entrepreneur.

Instead of manufacturing her new collection overseas, Gardner chose to minimize her carbon footprint by moving the Intérieurs Collection manufacturing facilities to North Carolina. Select pieces will be manufactured in Los Angeles, which "Californian and Hollywood celebrity clientele appreciate," said Gardner.

Further evidence of her environmental work can be seen in the eco-friendly elements she has brought into the new collection. Using only the finest materials and construction methods, each exclusive item in the Intérieurs Collection is expertly crafted to guarantee its quality, longevity and individual beauty. The eco-sensible collection incorporates natural and recycled/reclaimed materials that do not harm the earth's natural resources. The *Le Bambou Intérieurs* Collection is aesthetically appealing and comprised of one of our earth's most renewable resources, bamboo. Hot items from this collection include the *Marcelle* bed, *Maurice* etagere, *Patrice* dining table, *Emile* console and accents pieces, such as bamboo rugs and throw pillows. ♦