

FIND YOUR PLACE.

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Sophisticated Masterpiece

A luxurious home, located on one of Brentwood's premier streets and balancing state-of-the-art technology with Old-World quality craftsmanship, offers elegant, inviting and comfortable living

PRESENTED BY
SANTIAGO ARANA
THE AGENCY
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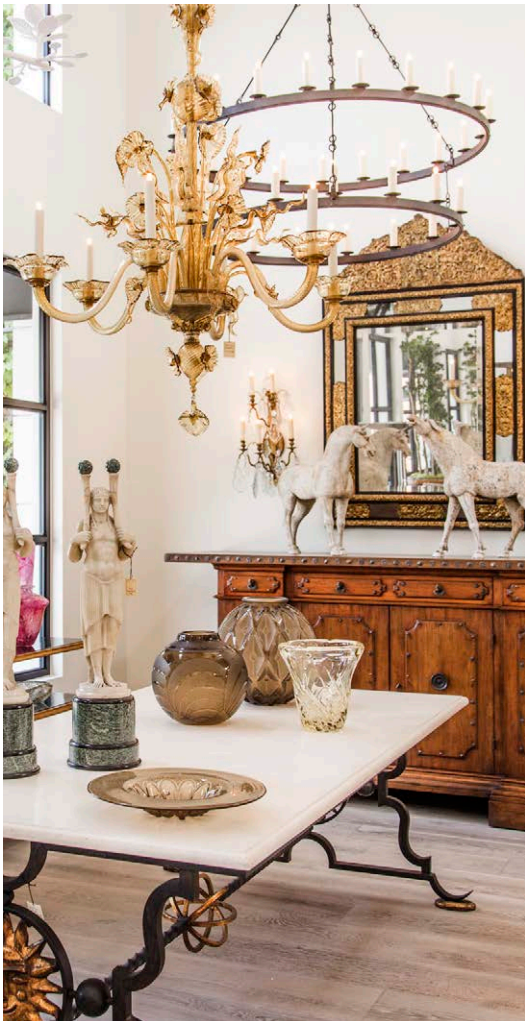
Paul Ferrante's Melrose Place entrance beckons high-end interior designers, architects and landscape designers to its newly redesigned showroom.

COMING HOME

In celebration of its 60th anniversary, famed lighting and antique purveyor Paul Ferrante is reopening a newly designed showroom in the Melrose Place Design District

Paul Ferrante opened nearly six decades ago as the very first showroom in the famed Melrose Place design district, quickly elevating its status as the go-to lighting and antique brand of designers, entertainment moguls and darlings of the silver-screen. Now, after an extensive redesign, the legendary firm known for its impeccable craftsmanship and unsurpassed attention to detail is leaving Pacific Design Center to return to its original home in L.A.'s premier design district, just in time for its 60th anniversary.

WRITTEN BY WENDY BOWMAN
PHOTOS COURTESY OF SHANE O'DONNELL



“Paul Ferrante has always been a destination showroom,” says Tommy Raynor, who co-founded the family-owned and -operated company with the late Paul Ferrante in Los Angeles in 1956. “People from all over the world travel to visit our Melrose Place showroom, and that still remains the same, though everything on the street has changed dramatically. Melrose Place has changed from a quaint, quiet row of antiquarians and hairdressers to a bevy of fashion and tea houses. We decided to renovate and remodel because, like everything, over time things need to be updated. We view the remodel as a ‘facelift.’ We kept the bones and enhanced the already existing beauty.”

Situated at 8464 Melrose Place, the brand-new showroom debuted May 1. Expect 3,500 square feet of timelessly designed space created by the Paul Ferrante team in conjunction with bicoastal architect John Armstrong. Reflective of Paul Ferrante’s design aesthetic, the redesigned showroom reflects clean neoclassical features rooted in Palladian styling, such as black, iron-cased windows and French oak flooring.

The newly remodeled showroom offers high-end interior designers, architects and landscape designers a selection of 18th- and 19th-century Italian, French and English lighting, furniture and accessories, as well as a signature line of custom reproduction lighting and furniture handmade by artisans at the Paul Ferrante factory in Culver City. Known for constantly creating new products and rolling them out throughout the year, two of the newest offerings available include the Vertical Branch chandelier and The Starlight chandelier.

“We plan to enjoy our newly renovated space,” says Raynor of the Melrose outpost, which joins standalone showrooms in New York and Chicago. “It truly showcases our products so beautifully.”



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(clockwise from top) Paul Ferrante co-founder Tommy Raynor with niece and co-worker Elizabeth Kaplan; the famed lighting and antique purveyor returns to its original home in L.A.’s premier design district just in time for its 60th anniversary; within the showroom’s Palladian-styled environs, visitors will find a selection of 18th- and 19th-century Italian, French and English lighting, furniture and accessories, as well as a signature line of custom reproduction lighting and furniture handmade by artisans at the Paul Ferrante factory in Culver City.