

# ELLE DECOR

MARCH 2019



MARY MCDONALD'S BILLION DOLLAR DECORATING

## THE GREAT AMERICAN DESIGN ISSUE

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WOOD FLOORS AND HOW TO LOVE THEM

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# Crown PRINTS

FOR HIS FIRST APARTMENT, NEW YORK TEXTILE HEIR **CHAD STARK** PUTS HIS FAMILY HISTORY ON DISPLAY WITH THE HELP OF INTERIOR DESIGNER **SASHA BIKOFF**.

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**ABOVE:** In the living room, the Scalamandré armchairs and ottomans are upholstered in fabrics by Jean-Paul Gaultier for Lelievre. The cocktail table is by Vladimir Kagan, and the rug is by Stark. **TOP RIGHT:** Chad Stark in the foyer of his East Village apartment. The 1950s Italian chairs, upholstered in a Scalamandré fabric, are from Newel. Zebras wallpaper, Scalamandré.



**C**HAD STARK HAS A LOT TO LIVE UP to. At 29, he is the senior vice president of Stark, the New York-based fabric-and-rug empire his grandparents founded some eight decades ago, as well as the president of Scalamandré, the blue-chip American textiles brand that merged with Stark in 2017. Along with his cousin Ashley Stark-Kenner, the company's vice president of design, Stark represents the future of the company. But he's also making an effort to stand out on his own. What better way to do that than to renovate his first apartment?

For his one-bedroom in Manhattan's East Village, Stark set out to design a space that would reflect his personality while showcasing fabrics, rugs, and wallcoverings from his family's portfolio. He enlisted the help of another young talent, the 31-year-old decorator Sasha Bikoff, whose refreshingly wild and off-kilter Memphis Group-inspired staircase at last year's Kips Bay Decorator Show House instantly made her a darling of the New York design scene. Here, she channeled her client's interests to create a home that feels at once city and country: "Chad's a crazy heli-skier, and Aspen is his favorite place in the world," Bikoff says. "I wanted to design an apartment that brought both the mountain vibes and the feeling of downtown New York together."

Bikoff and Stark plumbed the Stark archives—a gold mine of options, since the

family now also has access to the legendary French brand Lelievre as well as Old World Weavers, the decorative-fabrics line founded in 1950 by Iris and Carl Apfel. To unify the overall look, Bikoff zeroed in on a blue palette: "It's Chad's favorite color, and it went with the Aspen-meets-New York story," Bikoff says.

Scalamandr 's famous Zebras pattern—in blue, a twist on the classic red—was playfully deployed on the foyer walls, while the luxurious Le Tigre silk velvet was used to upholster a set of bow tie-shaped vintage dining chairs. The living area is an explosion of dark blue fabrics, including several by the fashion designer Jean-Paul Gaultier for Lelievre. In the bedroom, past a pair of hand-carved Indonesian wood doors, a paisley wallcovering is the muted backdrop for a bed in a deep red velvet "that just screams sex," Stark says with a smile. But it's the antique oil painting of a hunting dog above the headboard that truly sums up one of this young scion's central preoccupations. "If there's anything I like more than carpets, fabrics, and skiing," Stark says, "it's dogs." ■



**CLOCKWISE FROM ABOVE:**

The carved wooden doors to Stark's bedroom are from Indonesia and were left over from a previous renovation; the antique dog portrait is from Newel, the paisley wallcovering is by Scalamandr , and the bed is upholstered in Lelievre's Sultan velvet. Designer Sasha Bikoff. In the dining room, the Italian midcentury chairs are covered in Scalamandr 's Le Tigre silk velvet, and the table is made out of an Indonesian fishing boat.

## Bring It Home

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Bikoff mined the Stark family archives for **standout fabrics, rugs, and wallcoverings** to outfit Chad's New York City apartment.



Jean-Paul Gaultier's Iberian tile-like **Azulejos** for Lelievre covers armchairs in the living room.



Bikoff had to push her client to use Stark's silver **Paisley** wallcovering in his bedroom. Now he's a big fan.



Another pattern by Gaultier—Lelievre's brick motif **Folk**—appears on living room ottomans.



Scalamandr 's blue **Zebras** (the iconic red version was featured in *The Royal Tenenbaums*) lines the foyer.