

VIEW

DESIGN
POWERHOUSE
Opens Melrose Shop

A+D MUSEUM
BREAKS NEW GROUND

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LOS ANGELES, SANTA BARBARA & VENTURA COUNTIES

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RESIDENTIAL BROKERAGE



DIVINE DESIGN



By Abigail Stone

With the launch of their new store, Mat Sanders and Brandon Quattrone of Consort are just one step closer to redesigning the world.

“Oh, my god, it’s amazing!” Mat Sanders, one-half of interior design powerhouse Consort, is talking about the opening of Consort, the store on Melrose near Highland he launched with his co-founder and partner, Brandon Quattrone, just last month. “I couldn’t be more excited,” he adds. The store, a brick-and-mortar adjunct to their in-demand interior design business, opened in partnership with Marie Goble, is located at the epicenter of the new and emerging Los Angeles home design district, which includes Lawson Fenning, Galerie Half, Object, Reform Gallery, J. F. Chen and Blackman Cruz.

Sanders, who was, until recently, the creative director of Domaine Home (now MyDomaine) — he still wears an editor-at-large hat for them — and Quattrone, who designed the West Coast branches of Soul Cycle, saw a niche in the interior design marketplace that was in desperate need of filling. “Everything’s very brown,” says Sanders, “There wasn’t a store that was fun, with modern furniture that felt cozy and home-like and still felt really chic and elevated.” The pair were also getting more requests for work than they could take on. “So, it’s a way for people to bring a piece of the lifestyle into their home,” Sanders explains.

The store is set up like a house, with everything arranged by room: Consort’s own lush cashmere color block

pillows are tucked into the bedroom, pottery by coveted brands like Lux/Eros and Matthew Ward can be found in the dining room and Estee Stanley’s sumptuous couches rule the living area. And everywhere there are items that speak to Consort’s wit and whimsy. Take the mixed media sculptures by Katie Kimmel or the sign near the entrance to the store — “This year let’s resolve to make better bad decisions.” Even their moniker bears hints of the duo’s design philosophy: “It’s mischievous...we’re getting into trouble, because we’re making these ladies spend money their husbands don’t really want them to,” Sanders laughs.

Sanders’ ebullience is balanced by Quattrone’s zen calm. “Brandon’s more minimal,” Sanders explains, “He’s an architect, first and foremost. So that’s our creative tension. He has more of a modern, minimal sensibility, while I’m like ‘More pillows! More texture!’ So it’s always a balance.”

And one that apparently works; the mix has endeared them to a growing body of elite clientele, celebrity and otherwise. Their current projects include the design of Jessica Alba’s new Honest Company offices in Playa Del Rey, a ranch-style house for “Pretty Little Liars” actress Shay Mitchell, new offices for Clique Media, MyDomaine’s parent company, in both the Pacific Design

Center and New York, and a couple of projects with Jimmy Kimmel. “That was one of the big goals of retail,” Sanders explains, “To provide us with opportunity to pick and choose the design projects and only take on the work that we really want to do.”

That includes opening up more Consort stores — New York, London and Aspen are on the list — and a television show. “It’s called ‘Design Insomnia,’” Sanders starts. “It’s like ‘What Not To Wear,’ but instead of ambushing someone on the street with a fashion makeover, we ambush them in the middle of the night while they’re sleeping.” Quattrone jumps in with the details, and it’s clear how the two are able to balance the demands of their many projects. “We burst into the room and we redo their space before the sun rises.” Sanders adds, “We pitched it to a few networks and there’s interest. If it goes, I’ll die.” Maybe piling a television show on top of launching a design business and opening a store is too much? Sanders laughs, “You never know what’s going to stick, so you just do everything and see what happens.” So far, the lights are green as far as the eye can see.

