

UNT RESSI OMMOLUPTA DERE RESTOREPERIS
AUT MOSSUM REPRO OPTIUM VOLENDI VOLUPIS
DOLUPTA TIISCIAM, TEMPERF ERIBUS, ODI
OFFICAEASTIA QUASITIIS NISTET VOLENDITATET ES
MAGNAM QUOSTIAMUS DOLORRO CUM



The Playa del Rey home of Fashion PR maven Alle Fister and her husband is designed ready for a good time.

THE EXPANSIVE VIEWS OF THE LOS ANGELES COASTLINE SEEN FROM THIS PLAYA DEL REY HOME provide the perfect zen outlook for Alle Fister, owner of Bollare, a lifestyle PR firm. Fister launched the firm after ShopBop, the e-commerce fashion brand she helped bring to national prominence was sold to Amazon. Now a bi-coastal agency, Bollare counts Fornasetti, Roche-Bobois and photographer Gray Malin among its clients. With their recent expansion into London and Sydney, Fister is juggling emails and conference calls across four time zones from the West Hollywood office, which is an exuberant mix of prints and color. Its no wonder she craved a more serene setting in the home she shares with her husband, Don Popkes, Founder and Principal of One Tuscany, a real estate brokerage and renovation firm.

The couple was not yet engaged when Popkes brought her to see the property as they were on their way to a party nearby. "We weren't planning on living over here," he recalls, "We were thinking more Hollywood Hills. I was thinking of

buying this for work but it had the right square footage and I knew I could make it amazing."

Though the home's location might seem remote to anyone who lives east of the 405, it's actually very central and close to the airport, a boon for anyone who spends as much time on a plane as Fister. Perhaps, most importantly, "you can walk to the beach and have a little bit of a nature readjustment after a crazy day," says Fister.

Having belonged to automotive designer Carroll Shelby in 1964, the home with breathtaking views came with a cool pedigree but needed work. "That's an understatement,"

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laughs Fister. The couple got engaged soon after purchasing the home. Popkes, who has bought and sold over a dozen houses, shouldered the responsibility of creating their dream home while Fister planned their wedding and designed the space.

Popkes kept the foundation intact but took the house down to the studs and reconfigured the floor plan. "There was a hallway when you entered and the master bedroom was in the way and the kitchen all closed up," he explains.

With the goal of opening up the home to the outdoors, he created a seamless flow between kitchen, dining room and breakfast area, which places sole focus on the scenery. The bedrooms were dropped to the lower floors, with the master suite nestled into a corner, taking full advantage of the home's amazing site lines.

Raised ceilings accommodate the couple's lanky proportions while the master bath boasts a generous Japanese soaking tub, the nucleus of the couple's one fight about the house. "I never take a bath but I just really wanted one," says Fister. A glass banister and sliding glass doors, which open onto expansive concrete terraces, add the finishing touch to the sleek space. "Those doors were worth every penny," says Fister.

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"The first thing I do when I come home is open them up, turn on the surround sound, have a glass of wine and breathe."

One of the home's unusual features are its three living rooms, one on each floor, along with the Popkes designed pool table and ping pong table, that hint this is a couple who loves to entertain. "I'm not afraid of a cocktail," laughs Fister who loves to play hostess, relying on Kitchen Surfing, a chef-at-home service, to help cajole people to Playa del Ray.

That embrace extends to her clients. When it came to furnishing the interior, Fister turned to them for inspiration. "I work with some awesome interiors brands," she notes. The modular Mah Jong sofa in one living room with its mismatched Missoni upholstery from client Roche Bobois, is the perfect ambassador for the couple's fun, casual style. "We're not afraid of color and pattern. One of the first things I bought was this red console," she says, pointing to an entertainment unit that shares space with the Togo Sofa from Ligne Roset. "I like lacquer, I like the Italian style," says Fister, whose mother is of Italian extraction. Her frequent travels to Europe have given Fister a continental slant to her design sensibilities. Even her thoughts on bedding, a down comforter inside a duvet, have a European flair. Her preferred bed linens are by Parachute, another client. "They're the James Perse of bedding. It's clean, it's modern, and it's easy."

Along with friends and clients, family also plays an important role in this couple's life. Fister who is justifiably proud of her father's woodworking skills enlisted his handiwork for both the couple's headboard and their dining room table, which easily accommodates a dozen people. "We made the house so that you could have a fun time really easily," says Fister. "Our style is clean and minimal." With no clutter to put away, this is a house that's always ready for a party. And that's the point.

