Eric Villency on the road in his cherry red 1977 Ford Bronco, just restored this summer.

Villency recently had them recovered in leather. "I love to refresh old things," he says. In a way, he's done just that with the family-run outfit, helping it expand from furniture into an impressive list of buzzy products and interiors. Among them: lounges for Mercedes-Benz Fashion Week and Citi Field, The Ritz-Carlton, South Beach, and @250, an ambitious attempt at a nonsuburban mall located just off the LIE.

Villency's branch of the business has been designing products as well, and he's found a niche in the booming wellness space. It started with Organic Avenue and SoulCycle—ubiquitous juice bottles for the former and stationary bikes for the latter. Having designed and produced the Animal Flow apparel line for Equinox, the firm has more recently started working on the upscale gym's locker-room amenities.

People are "obsessed" with these of-the-moment wellness brands, Villency notes. A patron of SoulCycle and Barry's Bootcamp, he includes himself among them. "It's like that analogy with Champagne—in victory you deserve it, in defeat you need it," says Villency, who is fairly diversified at this point, overseeing everything from hair dryers and phone cases to big-name fashion collaborations. He is developing a tote for eBay Now with Richard Chai, and recently partnered with Prabal Gurung on one for the Robin Hood Foundation.

Consuming as they all are, these projects do leave some time for leisure, including restoring a 1977 Ford Bronco. "I love the process of restoration," says Villency. "Vintage pieces have an intrinsic personality, and over the years, I've fixed up furniture, flea market finds, and houses, but I have always wanted to do a beach ride that I could enjoy with my son. Most of the Broncos on the road these days are tricked out, but the timeless lines of the design were something that I wanted to preserve with a faithful restoration. Someday I would love to pass the car along to my son, or even better, we do one together."

Summer for Villency means three generations at the family house in Bridgehampton. Blending creativity and business is in his bloodline, he says, adding that his grandfather, who died a wealthy man in 1987, originally dreamed of being an artist. "He started making furniture because he couldn't make a living selling his art," says Villency. "[But] I think he'd be open to the new directions we're going."

---

**BEACH PATROL**

the road ahead

**BRIDGHAMPTONITE ERIC VILENCY IS HELPING GROW HIS NAMESAKE FAMILY INTERIOR DESIGN BUSINESS WITH INNOVATIVE WELLNESS PRODUCTS FOR THE EAST END'S MOST SOPHISTICATED GYMS.**

Eric Villency looks crisp in a striped dress shirt, dark jeans, and a pair of white-gold cuff links of his own design. He's sitting in his roomy office—the one he occupies as CEO of Villency Design Group—and considering a pair of midcentury chairs that were designed by his grandfather, Maurice, who launched the family furniture business in 1932.