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All Shapes and Sizes

One store closes, another opens—and Alain Ducasse sells a few of his favorite trees.



Forever Modern

Maurice Villency has come a long way in 70 years, and thanks to its 27-year-old president, Eric Villency, the grandson of its founder, the furniture company now has a new look. In September, the firm launched its new flagship on East 57th Street in Manhattan—its seventh store. According to Villency, the opening marks the culmination of the company's rebranding process. "This store is a bold announcement of all the changes that have taken place," he says. "It's a way for us to really launch our brand." Designed by TEK Architects of New York City, the new 30,000-square-foot space—clean of line and sheathed in translucent glass—reflects the company's design sensibilities. "We wanted to create a showcase that would always be contemporary, always in style and always relevant," Villency says proudly. In tandem with the store opening, Maurice Villency also launched a home-accessories line that includes a range of items, from 1,000-thread-count sheets to scented candles to the red chaise longue and colorful ottomans pictured here.

While the firm is following contemporary trends in marketing, branding and fashion, Villency wants to assure his clients that his grandfather's philosophies of personalization and customization are what the company

will always be about. Maurice Villency, 212.725.4840



Maurice Villency's eye-popping red chaise longue and (above right) rainbow ottomans



Eric Villency