

SEPTEMBER 2017

# House Beautiful

FALL  
COLOR  
REPORT:

**bolds &  
brights**

**\*AND A LOT OF  
PURPLE—  
YES, PURPLE!**

*Plus*  
**OUR  
GUIDE  
TO FAMILY  
STYLE**



**PAINT**

## A Battle Royal

*Purple is the color of kings—but will it make your home a palace? Designers weigh in.*



**PEIGNOIR 286**  
FARROW & BALL

“This is about glamour, glamour, glamour. And fashion—it’s a mauve you usually only see in satin, as if a mercury silver was overlaid with the palest blush pink and a hint of blue and brown. So wonderful in a Paris apartment with modern pieces from Hervé Van der Straeten, vintage Maison Jansen furniture, and acres of smoky mink-colored silk velvets.”  
**VEERE GRENNEY**



**SPRING LILAC 1388**  
BENJAMIN MOORE

“Surprisingly complex, this strikes a balance between delicate and strong. For a recent beach house project, we combined it with John Robshaw textiles, mirrored bedside tables, and apple-green gourd lamps. This was a small bedroom with just one window, but when sunlight hits the space, it absolutely glows.”  
**BETHANY CASSELL VANN**



**QUEEN ANNE LILAC SW 0021**  
SHERWIN-WILLIAMS

“I love that this ashy lilac seems washed-out, as if it slowly faded over time to a pale whisper of what it once was. Serene and tranquil, it works well with creams, charcoals, and taupes and is ideal for a master bedroom. The gray tint lulls you to sleep in the evening and provides warmth in dawn’s morning light.”  
**DANE AUSTIN**



**BRASSICA 271**  
FARROW & BALL

“Pink undertones make this soothing, but my client was worried it could be too feminine for her den. Doing it in a high gloss on the walls, woodwork, and ceiling, and introducing masculine elements like an aged iron sconce with fractured glass, changed her mind—and mine. The end result was so dramatic and bold, I’m now more inclined to use purple in my designs.”  
**NATALIE KRAIEM**



**DAYDREAM SW 6541**  
SHERWIN-WILLIAMS

“I fell for this elegant, subtle hue years ago on a buying trip to Paris. Shopping on Avenue Montaigne, I came upon the Dior boutique and was immediately smitten by the soft lavender-gray of the storefront. Seductive and timeless, with a touch of French blue, it’s been in my inspiration file—and my heart—ever since.”  
**OHARA DAVIES-GAETANO**



**DARK LILAC 2070-30**  
BENJAMIN MOORE

“To me, this says luxury and ambition. It’s perfect for a home office or study, because it creates a comfortable environment that encourages you to work hard and succeed. There’s some black and deep indigo mixed in, which gives it seriousness, but it’s also a little bit sassy.”  
**REBECCA TIER SOSKIN**

# COLOR



**H04320**  
FINE PAINTS OF EUROPE

“Inspired by imperial robes worn by the ancient Phoenicians, this deep, rich shade turned a Manhattan dining room into a multipurpose salon. Lined with books, the space is a jewel box where the envelope-pushing, well-traveled clients can spend the day reading, then entertain guests with lavish meals and fascinating conversation at night.”

**PHILLIP THOMAS**



**ELATION SW 6827**  
SHERWIN-WILLIAMS

“Like a resolute woman who gets what she wants without anyone noticing that she’s getting her own way, this is understated and dignified. It’s sensational paired with bright citrus greens, saturated pinks, and aquas, but it can skew blue in certain light. True story: A client’s husband saw it for the first time on the living room walls and exclaimed, ‘I love this blue!’”

**ELIZABETH PYNE SINGER**



**PELT 254**  
FARROW & BALL

“Almost black in low light, this is a cross between a dark-roasted coffee bean and a ripe acai berry. It’s regal but also...slightly insane. That edginess was what a client’s stodgy, dad-style office needed. Painting the mahogany paneling and adding a Brutalist brass chandelier transformed it into a much more exciting space.”

**TRIP HAENISCH**



**DEWBERRY SW 6552**  
SHERWIN-WILLIAMS

“Cue the James Bond music! This adrenalized purple has all the sophistication and daring of a luxury-obsessed international jewel thief in pursuit of the world’s rarest gems. It’s a risk-taker, a statement maker, and a b-o-s-s. In a living room where I was channeling a contemporary version of *Downton Abbey*, it delivered the goods, instantly creating an aristocratic vibe. Breathtaking!”

**MICHEL SMITH BOYD**



**ICED LAVENDER 1410**  
BENJAMIN MOORE

“For a time I lived in Provence, France, where lavender grows in abundance. This recalls the lighter-hued blossoms I saw there, although it’s creamier—the color is closer to lavender-flavored ice cream. Approachable and contemplative, it’s a gateway shade for clients hesitant about purple.”

**KENDALL WILKINSON**



**AÇÁI R8**  
CENTURY BENJAMIN MOORE

“Mysterious, velvety, and potent, this isn’t for sissies. Best suited to the powerful, the adventurous, and the seekers of spiritual wisdom and earthly luxury, it brings out my inner empress and wanderlusting mystic. It’s the color of the precious amethyst held sacred by the Buddha and the sails on Cleopatra’s legendary sloop—I’d do it in a high gloss in the dining room of a fiercely driven fashion type.”

**KATIE LEEDE**