

A HIGHER *AESTHETIC*

VICEROY CREATIVE'S LUXURIOUS BESPOKE DESIGN SHOWCASES TRUE WORKS OF ART.

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One of a kind. Unique. Customized not to one aspect but in every aspect.

When homeowners want that wow factor, that statement maker, that conversation starter in their home, they need to look no further than bespoke design.

“Customized and made-to-order are taking an existing piece and tweaking it to your taste. Bespoke design requires creating and producing furniture and decor that doesn’t currently exist,” says Gabrielle Rein, co-founder and chief creative officer

of Viceroy Creative. “Most all high-luxury items are bespoke. They are one of a kind and therefore more expensive to create. Time and effort result in flawless execution, and true luxury requires flawlessness.”

From famed fashion designers to international hotel brands to NASA, Rein has worked for more than a decade on many global, luxury-brand projects. She also specializes in creating bespoke elements and comprehensive designs for clients desiring the apex of luxury in their homes. For each project,



she dedicates herself to achieving the highest standards of form and function within the client's space.

Rein has completed commissioned work in custom furniture, bedding, linens, window treatments, decorative objects, lighting, and art. She has also designed a fully custom room down to the very last detail (outside of technology). In addition, she recently designed top-level suites at Four Seasons Hotel New York Downtown and Four Seasons Hotel George V, Paris, where both projects required custom builds and furniture.

"My mentor, Mr. Philippe Starck, taught me if an object or piece does not serve a purpose, then you don't need it. I want to achieve a level of purity in design and help clients see beyond their own vision, moving toward a higher level of aesthetic," Rein states.

After an initial tour, Rein requests blueprints, if available, to discern room dimensions, then works with the client to determine style and tone for the project and budget. She then recommends elements to craft the space, which may include soft renovations. The design process includes sourcing and final execution. "My process is collaborative. I must understand the basic need and reasoning behind the project," Rein says. "A design is only as good as its execution and finer details. Without perfection in the details, you cannot achieve the goal."

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—GABRIELLE REIN

According to Rein, another important facet of bespoke design is the focus on art, and many clients like to commission custom works of art for their projects. A fine artist for more than a decade, her style is inspired by Jackson Pollock, and her work always includes mixed media. "I paint and design sculptures and lighting. My work has been shown in the San Francisco Museum of Modern Art and various galleries from New York to Miami."

Bespoke pieces offer more than luxury—they embrace a story, a creation, an experience to last from one generation to the next. "My custom pieces at home are those of longevity, moving with me from place to place and lasting ten times longer than store-bought pieces when created with care. They are truly pieces of art." ♦

For more information about VICEROY CREATIVE, call 212-217-9664 or visit VICEROYCREATIVE.COM.