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Design Firm Commune Creates a Dramatic Boutique For Menswear Line Mattison

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In terms of high-end fashion addresses, Melrose Place is separated from Savile Row and Avenue Montaigne as much by sensibility as by physical distance—Los Angeles is, after all, a city where board shorts and flip-flops still constitute a legitimate interpretation of "business casual." Los Angeles–based entrepreneur turned menswear designer Derek Mattison is looking to change all that. His new boutique, Mattison, strikes a blow for fine tailoring and serious haberdashery in the laid-back land of endless summer.

"My clothes are constructed as well as, and in some cases better, than the most respected menswear labels in the world. But they have a distinctly American sensibility that feels neither preppy nor retrograde," says the 36-year-old designer.

When it came time to open his first shop, Mattison turned to Pamela Shamshiri of the L.A. design collective Commune, who had recently renovated the couturier's 1960s Buff & Hensman home in Nichols Canyon (Architectural Digest, March 2011).

“We asked ourselves what a Dior boutique would look like if Dior were based in California,” Shamshiri says of the design inspiration. “The shop had to express the ethos of Derek’s clothes, which are attuned to the more urbane, sophisticated facets of L.A. culture.”

In practical terms, that spirit is expressed in brass walls, minimalist display fixtures that riff on Mattison’s logo, and bespoke hanging planters of Hindu rope that add an organic flourish to the pristine aesthetic. At the back of the shop, a private dressing room outfitted with antiqued mirrors and a Royère-style sofa allows customers to try on the apparel in a comfortable, residence-like setting as handsome and refined as any Mattison blazer.