



# *The* **CONFIDENT** *SULTRY* **LUXURY**

**Heiress At The Helm**  
*Kaila Methven*

**The Beauty and Brains  
Behind the World's Most Sultry and Opulent Lingerie**

**DEBUTE ISSUE**  
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the issue  
**DECEMBER | 2017**





# *The Lady Behind the Scenes: Her Why, Her Passion* *Introducing Entrepreneur, Publisher & Editor-In-Chief*



*Alexis Day*

I have had creative art design inclinations as long as I can remember. The fact that my mother used to frame my Crayola drawn artwork and hang them on the wall when I was in grade school may have had some influence on my thinking that just maybe my work was good, and over the years, I have found that creative design is my passion. Today, I like to think that I am putting my degree in Visual Communications and MBA in Business with a specialization in Marketing to good use by offering my creative services and skill set to others through my marketing and PR agency, Alexis Day Agency. My passion has now become my “why”. I enjoy helping others realize the goals they have set for their own brands through visual and creative brand messaging. It is the impetus that drives me to step up my game.

Never one to shy away from being social, I suppose it only makes sense that I would also become the CEO and a partner of an international elite social and business community with over 300,000 engaged affluent individuals in 56 countries, called Circle of Beautiful People. Working with my partners in this organization is rewarding because again I am able to not only build relationships with luxury brands, company decision makers and those who simply just like to live the jet set lifestyle, but I am also provided the latitude to utilize my creative acumen to help bring additional exposure to our businesses partners who seek an uptick in their bottom line.

As for my latest endeavor, I am trying my hand at being a blogger, publisher and editor-in-chief all rolled into one, which all came about from one of my contemporaries convincing me to start a blog. Eventually, I got on board with the idea and as per usual I like to step to the beat of my own creative drum, so I formulated a blog concept that suit my personal style and aesthetic more so than a typical blog format. The idea was to create a blog in a magazine structure, and I coined it my blogazine™. It fit like a glove, and I have titled my blogazine™ ‘The Contour of Luxury’ to signify my world of representing the luxury market. It will be my pleasure to assist you in any or all ways that I can. I look forward to it!

My Best,  
Alexis Day





Heiress

# *Kaila Methven*

Madame Methven Couture Lingerie

**A**t first sight I was captured by the essence of heiress Kaila Methven's Madame Methven lingerie. To learn more about it was the only option for me, and what I learned was more than I could have expected. Known for custom Made to Adore celebrity, and royalty fittings of the Madame Methven's luscious lingerie, every detail is taken into consideration. Pieces are created from the most exquisite fabrics of the highest quality including those from the brand's extensive Silk Library, and an array of premier embellishments such as diamonds, emeralds, sapphires, Tahitian pearls, gold or perhaps one may want hand-corded dentelle lace appliques. These magnificent intimate wear pieces can easily range up to \$4 million. No matter your lingerie desire or fantasy Madame Methven's Parisian couturier expertise and knowledge of how to shape a woman's body sets her apart and spawns an unforgettable personalized and customized lingerie experience. I am eager to share more about the Madame Methven brand lingerie lines. Whether or not you are an A-list celebrity or bleed in blue, you will want to seek out your own Madame Methven experience. Enjoy my Q&A with the Heiress...





# Q & A

**As a Parisian-trained fashion designer, you've studied in some of the most distinguished fashion schools in Europe. During your training was there anything specific that led your direction towards lingerie design?**

It was most likely the red light district, the cabaret shows, the burlesque shows, seeing all the beautiful women, food, culture, traveling, art, I was always fascinated by the romanticism of every country.

**The Madame Methven brand is a dominatrix statement in and of itself. Not only does it exude female confidence and command, we wholeheartedly agree that it effortlessly weaves female power into haute couture lingerie. Please share with us what spawned this dominance concept?**

In 1312 Venice hosted the first masquerade ball and it was a symbol of celebration for many who were in season to trade silk with China. August 11th actually was the first masquerade ever hosted. For the entire year people would spend hours on their costumes, making them the most outrageous, eccentric, color blinding costumes. Every detail was magnificent, from the lace, to the dental, to the silk ribbons, everything was perfected to attend the masquerade ball now. Know this, it just wasn't Italy who was going, anyone, from anywhere, whether you were the Princess of France or a peasant from Spain, everyone all over Europe prepared and voyaged for this magical night at the ball. The only rule was that you had to wear a mask. And, there was no invitation needed, just a costume and mask.

The ball was decorated with the finest flowers, music, costumes, everything was ravishing, yet it wasn't your typical ball, but a surprise at the end of the night. Yes, you could be whoever you wanted to be, you would please anyone sexually as you desired, and the ravishing night turned into a love making journey. This is originally where the term Orgy started. A lot of my designs come from that place. I would say, if there was an occasion it would when you truly wanted to spend detail and time in expressing your sexuality. But truthfully, there is no real occasion to wear my lingerie. The feeling of wearing Madame Methven should be an everyday feeling for her and for him.





Your prêt a porter collections include Latrodectus, known as the black widow, and your equally stunning Mademoiselle. What female personas did you envision when designing each of these collections?

Our collection is designed to allow women to explore and identify with her own sexual persona. We talk about how most women have a side to them that is proper and “normal”. But we also talk about the wild even aberrant sexuality and sensuality that we all have. A dark side even, that is dominating, controlling, assertive and a submissive side that is normal and conventional. We feel we will have been successful if we were able to help women find their own identifiable sexual appeal even bringing the dominating side out if that’s what it is. Bringing out the playful side of that’s what it is. We are big on role playing and experiential design which allows women and their men or women to experience something truly otherworldly.

Madame Methven’s Made to Adore lingerie collection is a personalized elite shopping experience for women, complemented with a luxurious custom fitting in their homes. Are there specific areas where this service is offered?

It can be offered in the comfort of your home, in a hotel, in my showroom dtla, its mostly like what my clients are comfortable with.





Made with the finest lace and textiles from Paris, laden with gold, Tahitian pearls, colored and pure diamonds, sapphires and emeralds, and with a piercing attention to detail, Madame Methven's lingerie brand is certainly among world's, if not the world's most expensive lingerie. What is the timeline for creating such intricate works of art?

Anywhere from 3 weeks to 8 weeks depending on the custom piece, size, order of diamonds, how long it takes the material to get made, but no more than a 3 months turn around.

**We have no doubt your new bridal collection will be stunning as it will showcase an expression of innocence in provocative high-end lingerie. Can you give us a verbal sneak peek into this alluring new collection?**

I truly want the bridal collection to be a discovery for everyone so I will keep the verbal sneak peek for myself and you will get back to me and how amazed you are by this collection.

**Madame Methven has rightfully garnered much praise and attention in the lingerie and fashion world. What is next for Madame Methven?**

We are working on a few projects that have never been seen yet. However the only thing I will say is : be ready to be high on Methven ;)





Madame  
ETHVEN





With *vivacious* dominance the  
MADAME  
METHVEN  
brand masters the Art of  
*Made to Adore*  
lingerie.





I have loved booties and boots since I was in high school, the years in my life when I like to think I began taking fashion to the next level of cool. I was fortunate to be raised by a highly fashion forward mother whose fashion finesse I looked up to. Mother introduced me to a variety of fashion styles, and one day I evolved into having my own sense of fashion views and flair that worked organically for me. In this evolution I found that I had a true love of booties. With the season's cooler months quickly approaching, I have selected a few bootie styles from many that I think are must haves to spice up the shoe game this year from Neiman's and Barneys to share with you... ~Alexis

Rockin'

the booties game



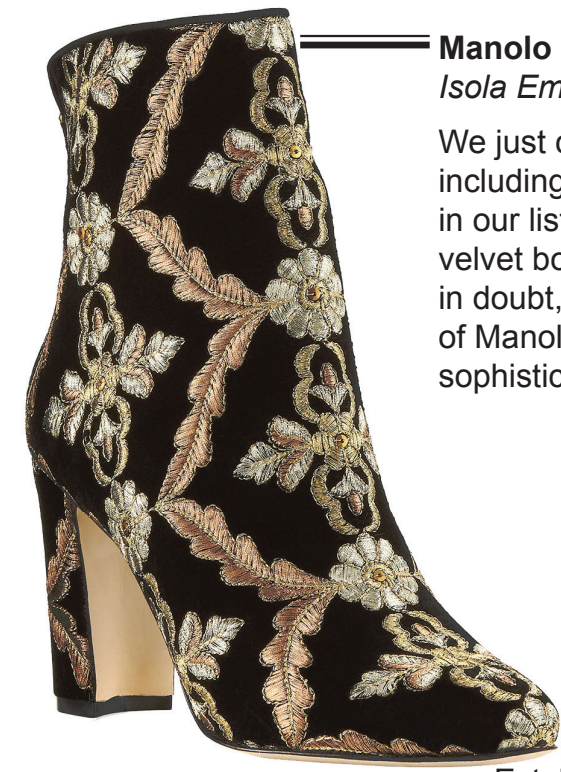
**Rene Caovilla**

*Scroll Laser-Cut Crystal 105mm Bootie*

For a classy night out strap on these Swarovski crystal-embellished stunners. Prestigious Italian fashion house Rene Caovilla dazzles us again of these lovely pair of heels that will make any girl feel like the belle of the ball.



# Alexis' Season Picks!



**Manolo Blahnik**  
*Isola Embroidered Velvet Bootie*

We just couldn't help ourselves by including another Manolo Blahnik entry in our list. These floral-embroidered velvet booties are simply divine. When in doubt, you can always count on a pair of Manolos to make you feel like the sophisticated woman you are.



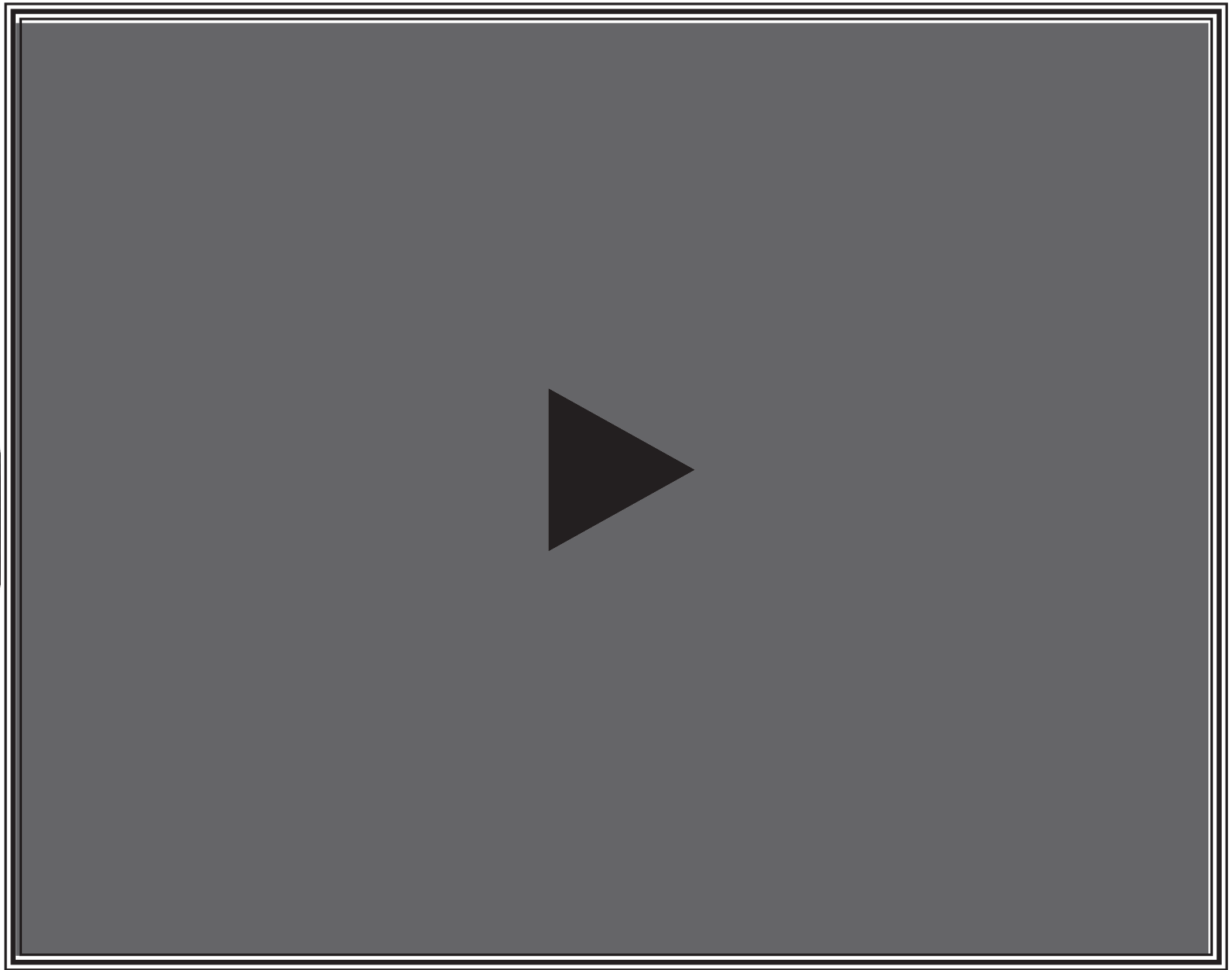
**Fendi**  
*Pearlescent Stretch-Knit Bootie*

A Family Affair: About Fendi: Established in 1925, the entrepreneurial house of Fendi credits its success to three main factors—creativity, technology, and craftsmanship (in the highest sense). These attributes come to life in Fendi's signature furs (completely transformed, shaped, redesigned, and reinterpreted by Fendi), and in innovative shoes and handbags that establish a new philosophy and define a style archetype.



**Aquazzura**  
*Embroidered Velvet Studded Bootie*

Edgardo Osorio, founder and Creative Director of Aquazzura learned his trade working at megabrands such as Salvatore Ferragamo, Sigerson Morrison and Roberto Cavalli, and in 2011 he made the leap and launched his own luxury footwear label, Aquazzura. With inspiration from traditional European quality and craftsmanship, combined with resolutely modern designs, Aquazzura has become one of the worlds most coveted footwear labels.



**Roger Vivier**  
*Rose Strass Velvet Bootie*

Roger Vivier has graced us with another gorgeous piece—a rather simple velvet shoe highlighted by that beguiling crystal-embellished rose feature we can't help but stare at. It's not just fashion. It's art.





# Angela Tagoch

I have the privilege of knowing Eurasian Swedish couturier Angela Tagoch through my owner partnership as CEO of Circle of Beautiful People International (CBP Int'l). Angela is one of our select luxury business partners who offers her couture designs to our discerning global Circle Members at a preferential cost. Our membership has supreme advantages. I chose to highlight the Angela Tagoch designs here in my premier blogazine™ not because of her connection to CBP Int'l, but for her skill set as a designer. It is no surprise to me that the design aesthetics of this Paris based designer's Parisian influence, Scandinavian orientation and Spanish-Filipino origin luxury and regal creations have caught the attention of European personalities and international socialites. The Angela Tagoch brand is known for being a couturier of bridal gowns, evening wear and French hats, and I am delighted to feature a few of her designs to share with you here. Please enjoy my Q&A session with this talented designer who has an eccentric fashion sense with a European tough.

~Alexis Day





# Q&A

**You made your first creations designing dresses for your Barbie dolls when you were just eight-years-old. At what point in your life did you realize you wanted to pursue that passion of designing and creating fashion?**

It all started when I was still living in Sweden, I had a bunch of friends who were involved in fashion back then but most of them were working on something else and not haute couture. Some friends of mine asked me to design wedding dresses for them as they knew that it was something I enjoy doing the most - designing and creating! I was very thrilled and excited in being a part of making their dream dresses come to life, so I delivered!

Although going back on track, I wouldn't forget that back when I was in high school I also started showing interest in design when I offered to design my aunt's wedding dress, her bridesmaid's dresses, prom dresses for myself and other girls in school. But yeah, it all officially started in Sweden. I realized that I was really enjoying the process of creating someone's dream dress and that fueled me enough to pursue my passion for fashion!

**You are a recognized artist of haute couture and stylisme by Chambre de Metiere et de l'Artisanat de Paris. As a fashion designer, where do you get inspiration for your designs?**

It could come from anywhere, to be honest. I love traveling and spending time in nature. I like combining the serenity of nature, the strength of historical architectural designs, arts and human body form in my designs. A woman's body is an art itself, watching a woman's body movements, form, personality and physique is a good way in designing a fluid or a structural haute couture!

**Your brand is based in Paris, which is the fashion capital of the world. As fashion trends change each season, how do you set yourself apart?**

Client experience and overall satisfaction! Nowadays a lot of designers and clothing manufacturers forget this crucial factor. Happy clients come back and recommend and that's how I stay in this business.

And of course...

My rule in wearing a dress is... If you can dance in it then you can wear it! If a woman can be both beautiful and graceful in my dress then that's (what I call) "a dream DRESS come true"! I believe that the best dress a designer could create is the one the fits perfectly, comfortably and fabulously!

**You offer custom designed bridal gowns for your clientele. Please describe the Angela Tagoch Bridal Couture de Luxe approach to custom designing bridal gowns for your clientele.**

My Bridal Couture de Luxe isn't just about making a dress for someone but imprinting a memorable experience in someone's wedding! I will be at her service through the process of making her dress until the day she wears it; and for this, I offer free consultation meetings to get to know her personality, her interests and body features for these are the essential things in making my future bride's dream dress come true! And when it comes to the design, I can say that the sky is the limit! It can be contemporary, minimalist, chic or regal; whatever comes to imagination!

**Can you share with us some of the most unique bridal gown design requests?**

I have once made a wedding dress with a big sparkly butterfly wings on the back per client's special request. And I am open for any unicorn rainbow bride suggestions! :D

**Chic cocktail dresses and evening gowns are also a part of your design repertoire. Do you offer custom designs for these fashion lines as well?**

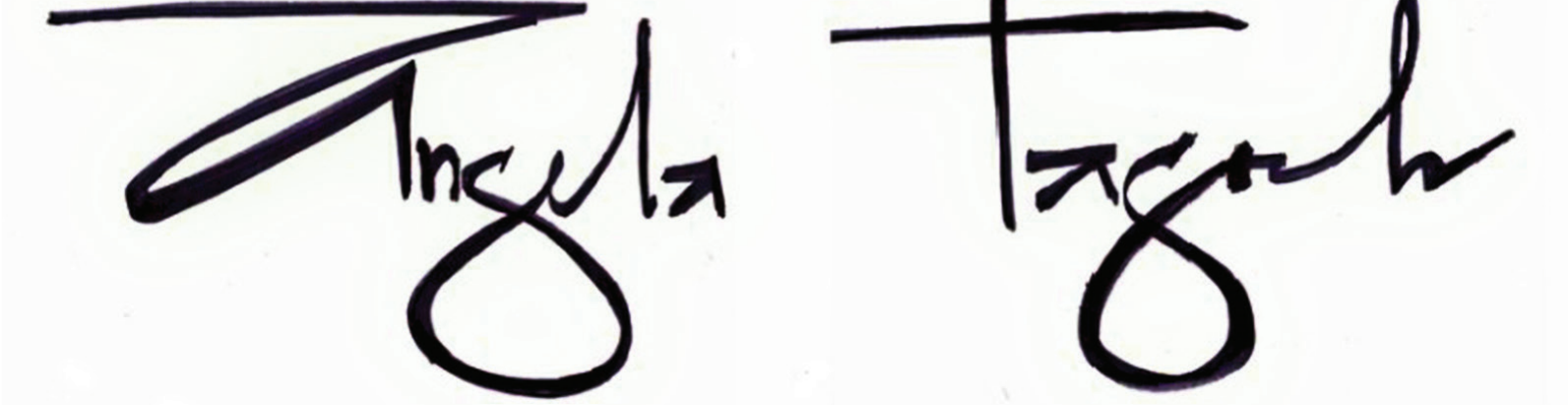
Absolutely, designing evening gowns and cocktail dresses can be very generous, eccentric and a real fun!

**In addition to making bridal gowns and evening wear, you are also known to design French hats and high-end jewelry pieces for European personalities and international socialites. Please share more about your hat and jewelry designs.**

Like the rest of my creations, everything is made with love and by hand. Wearing hats never go old especially in French weddings and Royal Ascot. They are normally faster to make than dresses. My jewelry designs can be both crafted by me or cut and welded by a local bespoke jewelry maker associate here in Paris depending on the materials and the details required in making it. The materials could vary from exquisite minerals to finest gems. I also design some contemporary pieces such as sculptured natural stones and different types of metal.

**You've had success participating in Paris Fashion week and Europe's biggest fashion capitals. As a fashion designer and entrepreneur, what plans do you have for the future?**

Oh that will be a lot and exciting!!! As usual Bridal Fair Trades, some private fashion shows which you'll be invited to, a lot of traveling and the relaunching my modeling management in Paris! Some of my first batch have already been successful in their chosen endeavors with my guidance and management. At the moment, my NEW girls, "Angela Tagoch Goddesses" are working hard in preparing for their upcoming client castings and our relaunch but this is another story that I can't wait to share with you very soon!











Person of Interest:

# *Johnathan Behr*

Los Angeles' finest bespoke tailor.

There is certainly one thing that will capture the attention of and attract a woman, and this is the presence of a well-dressed man. While I also like a man who can look good sporting a t-shirt, great fitting jeans and a baseball cap, nothing gets me going more than how he exudes sex appeal in a well tailor fitted suit. Mmm Mmm! So as you can imagine, I am uber excited to bring your attention to a man who is on top of the men's tailoring game, Mr. Johnathan Behr. Not only is Johnathan supremely talented, he is highly sought after by some of Hollywood's wardrobe giants to personally tailor the attire of their lead actors such as Mad Men's leads and actor Jamie Dornan on the Big Screen for 50 Shades of Grey. Johnathan's coveted talents have garnered him the position as one of the world's finest bespoke suit tailors. Not surprising and certainly No small feat. I contacted Johnathan and asked him if he would not only allow me to feature him in my new blogazine, but I wanted to highlight him as my "Person of Intrigue". He graciously accepted my request. I am honored to say the least. I hope you will enjoy our little Q&A, as well as the images and accolades of this amazingly tailored and talented individual.

*~Alexis Day*



## You have been described as one of the world's finest bespoke suit tailors. What has been your secret to success as a clothier?

It's truly an honor to be mentioned as one of the world's best bespoke clothiers. When I first started out in this business 30 years ago I never could have imagined being listed with the likes of Henry Poole and Huntsman of Savile Row London or Cifonelli of Paris - these were and still are my heroes of bespoke tailoring. I think the key to receiving such accolades is having a distinct style viewpoint and understanding of men's fashion and constantly striving for perfection in every bespoke suit I deliver to a client. Always being pickier than the client is a protocol that has served me well. I won't let a client leave the shop with their new bespoke suit unless it's perfect, even if I have to remake it. I spare no expense on my end, nor have I ever cut any corners in my relentless pursuit of sartorial excellence. This relates directly to the highly-skilled artisans/tailors and cutters I employ. I'm not cheap and I'm more than willing to pay these individuals top dollar for the exceptional quality they produce for me.

Another extremely important factor in my success is my ability to understand and guide the client towards the perfect fabric and cut. Being a bespoke clothier is little bit like being a financial advisor and a psychologist all rolled up into one. Since bespoke suits are expensive, it's my duty to make sure the right cloth and style is selected for my clients giving them maximum wearability. And to make sure this happens, I've got to ask the right questions and be a great listener so I can be totally in tune with the client's needs, body type, hair color and skin-tone, profession etc. Each client provides their own individual inspiration to me. This is what drives my fabric and style suggestions for them and how to approach the measurements I will be taking which are so crucial.

I'm a big believer in the classics, and take pride in being exceptionally fluent in the traditional jacket, waistcoat and pant silhouettes of British, Italian and American tailoring. I understand each look thoroughly and can interpret them like a chef who has been schooled at the Cordon Bleu. And by being so knowledgeable about these distinctive looks, it allows me to create the right style for every client. Some guys are very "trad". Preppy, if you will. Some want the English country gentleman look. Others want a high-fashion Neapolitan ascetic. Everyone's different. It's my job to pin down the look and style that is appropriate for the client and make it happen because a bespoke suit should always reflect the client's own unique individuality. My mantra is when you order a bespoke suit from Johnathan Behr you will have the entire process overseen by Johnathan Behr. No underlings or salespersons will be taking care of you. Only me. This keeps my standards and the quality of my bespoke clothing at the highest level.

Finally, is being a man of my word and only making promises I can keep. Personal integrity is everything.





**Your brand is very much inspired by your appreciation of classic British style as well as Hollywood’s “Golden Era” and “Old School” jazz musicians of the 1950’s and 1960’s. Do you feel that this appreciation attributes to your distinction from other custom tailors?**

I can’t say if being a devotee of classic British style gives me an edge against my competitors, but it does demonstrate that I take pride and tremendous inspiration from all things British. Can you imagine a world without the Brit’s enormous cultural contributions in music, fashion, film and cars, not too mention literature and art? I shudder to think!!!

And isn’t it ironic that Hollywood’s leading men from Gable, Astair, Peck and Grant, and many others, became big spenders and fanatically loyal to their bespoke tailors on Savile Row. Probably the most iconic suit ever worn on the silver screen is the Grey sharkskin that Cary Grant wore in North by Northwest and this was made by Kilgour’s on Savile Row specifically for the actor, who had it written into his contract that all tailored clothing to be worn on screen would be made by his personal tailor Kilgour. I strive to endear that sense of loyalty from my clients. The classic jazzers of the late 1950s and into the early 1960s made American traditionalism, or ivy style/prep look, very cool. (Remember the Miles Davis ad for khakis the Gap ran in the 1990s?) Both of these distinct looks, British-bespoke and American Traditional, remain the standard today of what it means to have lasting style-A “permanent style”, if you will, that is never a slave to fashion and its endless fads and trends.

And by being a bespoke designer who is firmly indebted and thoroughly committed to the classics, it allows me to elevate the style of my clients and have them invest in timeless pieces that they will enjoy for years to come, no matter what the trend of the day is.



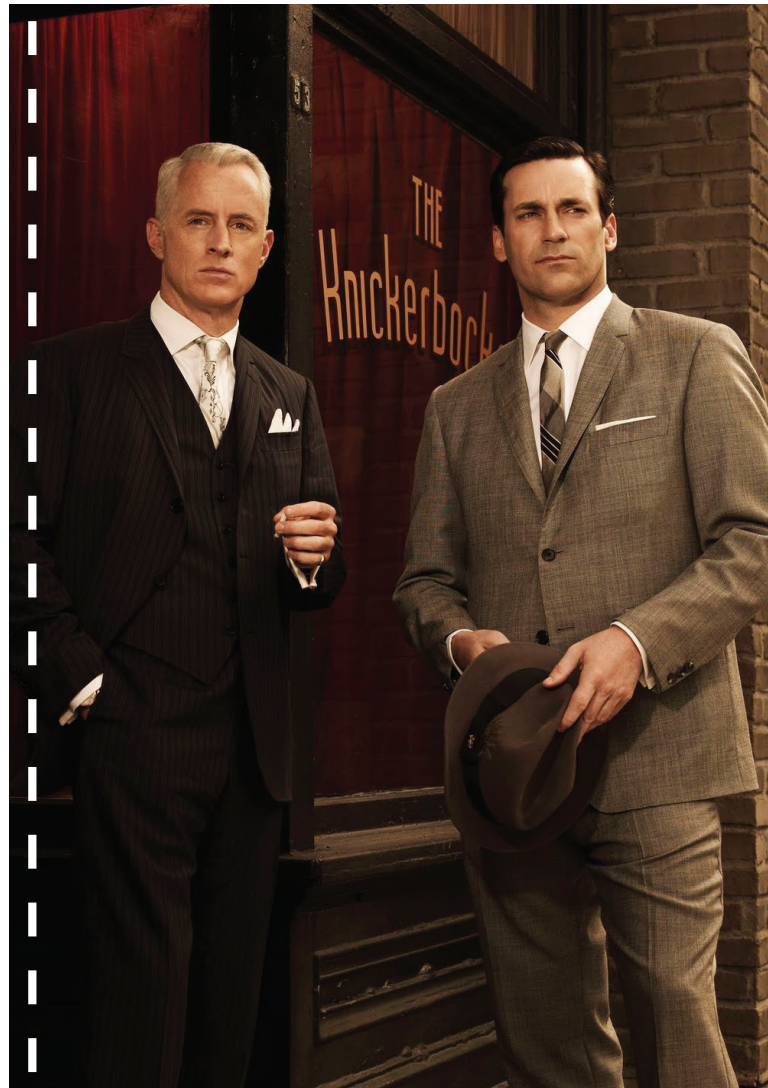
**You’ve been commissioned by big names in Hollywood, having produced bespoke tailored suits and jackets for Mad Men’s wardrobe designer Janie Bryant, and chosen by costume designer Mark Bridges to shape and tailor the attire of lead actor Jamie Dornanon’s suits for Fifty Shades of Grey. What were these experiences like for you? What was your biggest takeaway from these experiences?**

When I was contacted in June 2010 by Janie Bryant, the now legendary costume designer, responsible for the iconic style of Mad Men, I was blown away with excitement! There has never been a movie or show in my lifetime that has been more influential on the way men dress than what Janie did on Mad Men. And working with her was an absolute pleasure. She chose me because she knew I understood her vision for how Don Draper and Roger Sterling needed to look. Janie Bryant is simply best in Hollywood and it was the highest honor of my career to work with her. She has since personally referred me to the likes of Jack White,Radiohead’s Ed O’Brien and Phil Selway, Vincent Kartheiser who played Pete Campbell on Mad Men and Vince Nappo of The Last Tycoon. All of whom have placed personal orders for my bespoke suits.

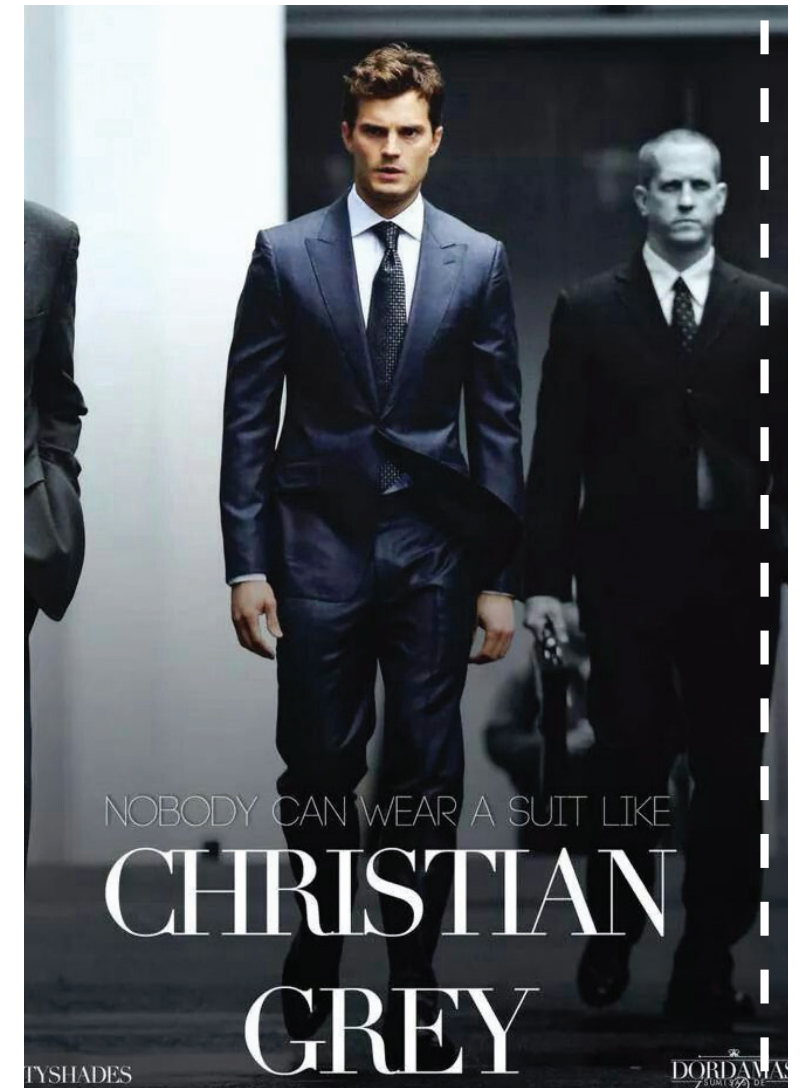
Fifty Shades was also a huge career boost for me. Like Mad Men, it was all about the suits! So it was very gratifying to be the tailor of choice. Mark Bridges, who won an Academy Award for The Artist, had a very clear and distinct vision for the Christian Grey character. The tough thing about that project was I was commissioned to make one suit for Jamie Dornan in a 10 day period and they loved it. Then they gave me an order for 7 more just like the first one to be completed in a 3 week period. During that 3-week period Jamie Dornan lived in the gym pumping weights for up to 6 hours a day! As you can imagine, that kind of workout regimen wrecks havoc on the fit of highly tailored bespoke suit! But Mark was able to make the adjustments needed on location and Vancouver and I got a ton of new business because of the suits I made for Fifty Shades. A happy ending, indeed!



# THE INCOMPARABLE TAILOR BEHIND MAD MEN & CHRISTIAN GREY



*Johnathan Behr*







**You’ve stated that your travels to Europe give you inspiration and insight as to what’s going on in the European men’s fashion scene. Based on your personal observation relating to the current European style trends in bespoke menswear, how do the European and the American menswear scene differ?**

Traveling in Europe, especially in London, Italy, Switzerland and Austria provides a constant flow of inspiration and influence. When you walk down Savile Row you can’t help getting excited! It’s “Mecca” for me. Observing the casual ease of the Italian businessman and the conservative color palette they favor, breaks the stereotype that Italians are flashy and slick. In fact, many Italians I’ve met traveling there, revere the style of London. And it shows in the way they dress. In Switzerland and Austria there are traditional Bavarian design elements that are incorporated in jackets and outerwear that you see in the shops in Vienna and Zurich. It’s also worth noting that classic American traditionalism is alive and well in Western Europe and has a big following.

**You tailor your bespoke suits to the customers’ tastes. What has been the most unique suit request you’ve received from a customer?**

The most unusual suit I’ve ever made has to be a custom t-dyed bespoke suit for Flea of the Red Hot Chili Peppers. This was the brainchild of his lovely girlfriend Sanda Khin. She wanted to surprise him with an awesome gift for Christmas so she came up with the idea of having a suit made in t-dye. She couldn’t find the fabric anywhere, so she located a British lady in Los Felix who is a master at creating custom t-dye. Sanda contacted me and we met with this lady (sorry, her name escapes me!) at her studio. I brought solid white cotton suiting material which would be the canvas, if you will, for the application of the dye, as well as the actual fabric the suit would be made of. Flea is a fanatical fan of the Lakers so the shade of purple the team wears formed the base color of the suit. Sanda provided Flea’s favorite suit to copy the basic measurements from and I suggested a very Savile Row cut - Peak lapel single-breasted with ticket pocket and slim fitting pants. It was like London meets Haight-Ashbury! It turned out incredible. Flea was over the moon about it. What a fun project!!!

**Please describe your bespoke tailoring process for customers who wish to order a suit.**

The process of having a bespoke runs in **FOUR** stages

**1.** Design meeting-This when I sit down with the client and get to know them and what they’re looking for. I ask a number of questions so I can suggest the perfect fabric and cut of the suit and once that has been agreed upon, measurements are taken. Choice of linings and type of buttons is also discussed and selected. Fabric is ordered and the client’s personal paper pattern is drafted.

**2.** First basted fitting-Once the fabric arrives from Europe, we take out the paper pattern and lay it on top of the fabric on our cutting table and individually cut all the components of the suit (lapel, collar, sleeves, pants etc.) and then we simply bast them together so we can try the suit on the client in its infant state. The actual fittings with the client take only 10-15 minutes. The first basted fitting is to check how my initial measurements look on the client and to begin the fine-tuning of the fit. Once the pinning and chalking are done, the client leaves and we go back and adjust and apply those changes to the paper pattern. The suit is then taken apart and recut based on the changes to the pattern and basted up again for the final fitting.

**3.** Final fitting-In most cases 2 basted fittings is all that is needed before we proceed to completion, but in some rare cases 3-4 fittings are needed. Once we’ve seen the final fitting on the client and made any final adjustments to pattern, we then take apart the suit fitting and recut any of the components that need final adjustments and then hand the fabric, canvas and lining in a simple bundle to one of our master tailors who will spend the next 2-3 days completing the suit.

**4.** Delivery/try-on- The suit is now finished and ready to try on the client. Before we do that the suit is meticulously pressed by hand and the sleeve and pant length is basted for one final check on the client’s body. Once we’ve thoroughly checked the fit of the suit on the client from head to toe and we both feel confident that the fit is spot on, the pants are hemmed up and the working sleeve buttonholes are cut and finished up. The masterpiece is then ready for its debut!

The entire process can take as little as 3 weeks, but in most cases it’s 4-6 weeks. Rush orders of 2 weeks are possible but there is a 20% surcharge on a rush order.





### How can clients book an appointment to consult with you?

I work with new and existing clients BY APPOINTMENT ONLY daily from Tues thru Sat at my atelier/workshop at 5455 Wilshire Blvd, 3 blocks west of La Brea on the Miracle Mile.

For more information or to make an appointment, I can be contacted at- (323)826-8792  
[info@johnathanbehr.com](mailto:info@johnathanbehr.com)



# Dr. Jon Perlman

I am honored to share with you my Q&A interview with renowned, and Best of Los Angeles Award Winning plastic surgeon Jon Perlman M.D. Dr. Perlman is also an esteemed member of Circle of Beautiful People International, a unique social and business community of affluent individuals and leading decision-makers for which I am a partner and CEO. Dr. Perlman's highly regarded reputation as a surgeon is years long in the Beverly Hills and Los Angeles communities. As one of the leading Board Certified Plastic Surgeons on ABC's national hit TV show Extreme Makeover the world was fortunately also introduced to his skillful talent as a plastic surgeon. Although the results of Dr. Perlman's work speaks for itself, I would be remiss if I did not also share that as a person in general he is a man of great character. Great humanistic character and meticulous knowledge in his field is what I personally would also want in a surgeon whom I entrust to perform a nip and tuck. Wouldn't you?

Continue on, and enjoy my Q&A with the good doctor and learn how you can contact him for your personal consultation...

*~Alexis Day*







**You are widely recognized as one of the top plastic surgeons in Beverly Hills and Los Angeles. As a doctor, how did you know it was your calling to pursue plastic surgery specialization?**

As a young physician I chose a surgical career after finding satisfaction in helping patients with the use of my surgical skills. The immediacy and dramatic outcomes both appealed to me. Early in my career my sense of compassion seemed most fulfilled when I assisted patients after an injury or when correcting a defect or deformity. This led to selecting a career as a plastic surgeon and helping burn and accident victims to restore their lives. Eventually I focused on the skill sets necessary to provide aesthetic improvements for my patients’ faces and bodies and decades of work as a Beverly Hills plastic surgeon have allowed me to recognize the importance and value of improving self-esteem and confidence. I can’t tell you how many times I’ve heard from a patient on the morning of their cosmetic surgery how they had waited 15 or 20 years to have something on their face or body “corrected.” That’s a great responsibility while also a source of great satisfaction.

**You’ve practiced plastic surgery and cosmetic surgery in Beverly Hills since 1980. What significant changes in requests from patients have you seen in the plastic surgery since you first started out in this profession?**

The modern plastic surgical patient is so much more aware of the benefits and availability of procedures that have shorter recoveries, hidden incisions and results that are longer-lasting and more natural. My patients are much better informed thanks to the availability of the Internet although some do come into the office with misconceptions. I think the trend to delay facial rejuvenation surgery to a later age has been promoted by the availability of botulinum, filler and chemical and laser peel treatments all of which I find to be a good thing. Patients nowadays know that we have techniques that when skillfully implemented enable them to achieve longer-lasting improvements with a non-surgical appearance. For the modern-day patient a natural look is of paramount importance and as a skilled surgeon I feel that I provide better outcomes for happier patients than ever before.

**You specialize in a number of facial and body procedures as well as fillers, treatments and injections. In your opinion, what are the most challenging procedures to perform? And why?**

As plastic surgeons we know that for each procedure there are certain anatomies that create the potential for a dramatic aesthetic result and those that present greater challenge. For any of these procedures and anatomical areas it’s sometimes challenging to assure that our patients set realistic goals and expectations. For example, a patient with a round face with poor bone structure will never achieve the same dramatic result that a naturally beautiful woman with strong cheek bones and jawline can expect. The same applies to breast enhancement where an individual’s natural shape and skin/tissue quality can vary so much from person to person. My goal is to optimize my patient’s appearance to the highest degree possible for that specific individual.

**You are well known for your involvement with the ABC TV show Extreme Makeover as one of the leading Board Certified Plastic Surgeons. What was the most profound reaction that you received from a patient on the show?**

Peggy, the lovely CSI detective from Colorado surprised me with her description of her emotional reaction to hearing me tell her how beautiful she looked after her makeover. She was so appreciative (and articulate) that her response left me nearly speechless on camera! I don’t frequently sit speechless but that was one moment that left a great impression on me and is well-remembered.

**In recent years, what technological developments do you feel have revolutionized the field of plastic surgery?**

The beauty of plastic surgery is that it’s an ever-evolving field. For example, the advances in laser technology for skin rejuvenation have evolved so dramatically over the last 10 to 20 years that it’s simply incredible. New techniques that stimulates skin shrinkage are evolving and once perfected may change the “face” of plastic surgery forever. Information about the potential benefits of fat derived stem cells to treat illnesses as well as aging deformities is changing on a daily basis. With any new technology however, experience has to be gained to prove its value and safety beyond the marketing “hype” that spreads so quickly through the media.

**What do you enjoy most about your career as a plastic surgeon?**

The enormous gratification and satisfaction that I receive as a professional. Having an understanding of how both small and large changes in a person’s appearance can influence their self-perception gives me enormous satisfaction. I learned many years ago that a small defect or deformity on a person has 25 times the impact on them that one would think as a by stander. Fixing that little imperfection that has bothered someone for 10 or perhaps 20 years can have tremendous impact. That makes me feel very special. I’d also be dishonest if I didn’t mention that my two or three years on a national TV show (ABC’s Extreme Makeover) was a thrill, especially when strangers would wave or come up to me on the street and congratulate me on an extreme makeover that they’d seen. This was something I never expected to experience in my lifetime.

**Are there certain physical features that tend to be commonly desired among your Angeleno patients?**

In terms of pure numbers the most common patient request I get is to look younger and fresher than their age without looking like they’ve undergone a surgical procedure. Botox and filler provides a great example of subtle changes that when properly used just make people look good. My patients are adverse to having overly large lips or rounded unnatural cheeks and prefer an understated youthful look.

**If so, what role does Hollywood play, if any, in influencing these desired looks?**

I think Hollywood has made enough fun of people who show signs of excess plastic surgery that it’s helped patients to be realistic and set reasonable goals aimed at maintaining a natural look. Having a little wrinkling during animation of the face is very sought after by our current patients compared to a frozen or an overfilled look. I think Hollywood nowadays supports this concept since I’ve seen many actors who’ve been told to avoid excess botulinum so that they can show expression on camera.



**How common is a request to look like a specific celebrity?**

It's far less frequent than the media would lead you to believe. To me this is a red flag and a warning sign and usually leads to my telling a patient to go home and think about it carefully before proceeding (usually at another office other than mine). The risk of disappointment in operating on someone who wants to look like Brad Pitt or Angelina Jolie is too high.

**Fashion trends come and go. Is there a similarity in plastic surgery, do trends come and go?**

Trends develop very rapidly and slowly fade away in many cases. A current "fashion" trend is the Brazilian Butt Lift where fat is transferred into the buttocks from other areas of the body. The media has been hyping an overdone look thanks to certain celebrities and oddly enough quite a number of the public have sought these treatments. I suspect that its popularity will slowly fade but probably never disappear. Plastic surgery is a hot topic for throwaway magazines and TV shows and if someone can come up with some new "crazy" idea it seems to get a lot of notoriety and public exposure. In my opinion, it's up to the well-established and ethical plastic surgeons to advise patients when a procedure has little substantiation as to its longevity of benefit and safety.

**There appears to be a growing interest in plastic surgery by the male population. What type of procedures are you currently seeing most commonly pursued by men?**

Increasingly men are coming in for a variety of procedures including rhinoplasty, liposuction, eyelid surgery as well as for injection of fillers and botulinum. Men too are increasingly aware of the benefits of looking young to enhance career prospects and social desirability.

**What type of procedures are you currently seeing most commonly pursued by women?**

Amongst my younger female patients breast enhancement with either fat grafts or more commonly cohesive silicone gel breast implants continues to be extremely popular. It's a great self-esteem booster to have better proportioning in a bathing suit or pretty dress. My more mature female patients are coming in for facial rejuvenation surgery such as browlifts, eyelid lifts and face and necklifts. The truth however is that a variety of procedures are popular to reverse the signs of aging or pregnancy and I expect that will never change.

**When consulting with a new patient, what do you regard to be the most beneficial advice for them to consider in their plastic surgery decision-making process?**

Sometimes patients lean toward being too shy and conservative in setting their aesthetic goals fearing that friends and family may "notice" the change. For instance, they may feel the need for a facelift to reverse signs of aging but don't wish to have the people around them "know" that they've had something done during the healing process. I explain that avoiding too aggressive a change is wise, but if people won't detect that something has been changed that could lead to disappointment. After all, it's important to explain that one is undergoing a lift or enhancement to feel good and benefit oneself and not to please others. If the goal is to have no one notice, there's a risk that the end result may ultimately be disappointing. We don't want our patients to experience that. Happy patient equals happy doctor!

**What is the best way for our viewers to contact you for a consultaion?**

We see new consultations in our Beverly Hills office two days a week and patients can arrange for a future visit by calling us at 310-854- 0031. For those seeking additional information I recommend that they view and visit our website at [www.perlmanmd.com](http://www.perlmanmd.com) I also maintain a beauty related website at [www.facebook.com/JonPerlmanMD](https://www.facebook.com/JonPerlmanMD)





## GROOM & GLAM

When it comes to beauty there are certain things that simply cannot be compromised. At the risk of sounding rhetorical, I will use the cliché that beauty starts from within beginning with great health, a clear mind and a calming spirit, which resonates and shows outward. While many of us have become health conscious in terms of what we put inside of our bodies, most all of us are just as fastidious about what we use on our outer body. I have recently learned of a skin care line called **May Lindstrom Skin** that is all natural and is developed by its namesake May Lindstrom. My attention was drawn to this skin care line when I read about the May Lindstrom Skin's Honey Mud mask on Gwyneth Paltrow's goop website. I then made contact with the company because I wanted to learn more and share my findings with you. I discovered that the skin care collection is handcrafted using only the finest exotic and nutrient-rich ingredients. Here's to beauty both inside and out! Enjoy the Q&A with May Lindstrom...

~Alexis Day



### the honey mud

gentle enzyme cleanse and masque

### What inspired you to launch May Lindstrom Skin?

My journey into skincare began as a small girl. Growing up, I would spend full days mashing wild plants into a pulp and covering myself, and everyone who would humor me in “potions” made from these vibrant green liquids and the clays I would dig from the iron rich soil in my yard. This line was born out of a desire to create blissful bookends in my day, a time-out morning and night that was just for me. Having formulated for years out of necessity (I am blessed with highly sensitive and chemically reactive skin), I yearned to create something that was simply luxurious and lovely.

### Describe the Honey Mud treat in the line and what makes it special?

The Honey Mud is our gentle daily cleanser, that does double duty as a nourishing treatment masque. This silky formula removes traces of the day without stripping the skin or causing irritation. It is true skin food, and the active enzymes and healing powers of raw honey make this the perfect treat for acne, sensitive and mature complexions.





# may lindstrom skin

## How do I create the May Lindstrom experience at home?

Close the bathroom door, turn down the lights, inhale the beautiful scents of the line and exhale any heaviness from your day. Choose your favorite MLS treat and savor your time-out.

### The Steps:

At least once a week, create time for the full ritual.

- Begin with The Pendulum Potion thoroughly and effortlessly steam away oil and environmental debris, easing congestion and stagnation and indulging your skin day and night in decadent, silky caresses and a sultry scent experience.
- Follow with The Honey Mud to feed goodness back in, easing stressed complexions and adding nourishment.
  - If needed, pair with The Clean Dirt to effectively exfoliate, clear clogged pores and help you to shed dead and dehydrated skin.
- Follow with The Problem Solver to brighten, fade spots and discoloration and treat and prevent breakouts.
- After every cleansing or treatment, hydrate your face, neck and décolleté with The Youth Dew or The Blue Cocoon. The Youth Dew is the ultimate glow potion

## What is different about the way in which May Lindstrom Skin is manufactured and how does this affect the quality of the final product?

The May Lindstrom Skin collection is handcrafted using only the finest exotic and nutrient-rich ingredients that are sourced and harvested in a mindful and sustainable manner. I purchase raw ingredients in their fresh and active state from a very small handful of suppliers who work directly with farms from all over the world. I create my own proprietary formulas. I promise to deliver powerful action, uncompromising purity and maximum efficacy without parabens, propylene or butylene glycols, petroleum, sulfates, PEGs, TEA, DEA, phthalates, GMO, silicones, pesticides, artificial dyes, fragrances or carcinogens. Each bottle is inspired, formulated, hand blended and personally filled from my private studio in micro batches for ultimate freshness and efficacy.

### My go-to DIY:

A hot bath, salty as the sea and pure raw honey blended with a bit of cinnamon, slathered thickly from forehead to breasts... simple, and life-changing.





May Lindstrom Skin inspires you to take your self-care routine to a new zenith of delight and indulgence.





# BIO·MED·SPA

I have heard the expression that “Beauty is Only Skin Deep” ever since I was a young girl. As I grew older, I understood this phrase more and more. While it may actually be referring to person’s intellectual, emotional, and spiritual qualities, I have grown to understand that as we age it is imperative to take care of our skin down through its layers to stimulates the skin’s deeper epidermis for a significant and transformative outcome. Taking great care of your skin is essential and there are many great topical products on the market to aid in keeping skin in a healthy and glowing state. A person’s face is most often the area that requires the most attention and care as we grow older through the years. While topical facial skin care treatments can be a great source to a healthy glowing complexion, there are times when additional aid is needed even beyond eating well, exercising and leading a healthy lifestyle. Non-surgical skin treatments are on the rise more and more as technology continues to evolve.

I had the good fortune to have a personal tour by office Manger and Consultant Lilit Pananyan, and the spa’s amazing Esthetician Milu of renowned Beverly Hills plastic surgeon Dr. Garth Fisher’s Biomed Spa, where I learned about Dr. Fisher’s individualized one on one patient consultation, and his spa’s revolutionary skin analysis process using Visia to truly understand the unique needs of each patient. Biomed Spa also has 5 Signature Facial Treatments that combats a variety of non-surgical areas of facial skin concerns. Each Signature Treatment has its own unique quality and effect on the skin to improve your complexion. Such effects and results include regenerating dying skin cells, rejuvenating the skin’s deep layers, nourishing and hydrating your face, whisking away layers of dead skin to uncover your youthful appearance and reverse the sign of aging, and toning and tightening the skin as “Father Time” tends to be on the side of gravity than our own as our years progress. I am thrilled that these treatment options exist and are administered by a professional. It was just as exciting to see in person the Visia system and learn more about the treatment processes. It is my personal recommendation that you a make an appointment to receive a one on one consultation at Biomed Spa in Beverly Hills and inquire about their Signature Treatments if you are seeking a non-surgical skin care treatment to achieve a transformative outcome. Read more about the Biomed Spa Signature Treatments in my Q&A with their expert. Enjoy and I look forward to your comments... ~Alexis Day

GROOM & GLAM



SIGNATURE  
TREATMENTS





# Q&A

One on One Consultation:  
(310)247-8111 or lilit@garthfisher.com

**Alexis:** With Biomed Spa's state-of-the-art facility and personalized non-surgical rejuvenation treatments provided by renowned plastic surgeon Dr. Garth Fisher, it is no surprise that Biomed Spa's Signature Treatments are among the favorite of individuals who walk the red carpet, want to look camera ready, want to reverse the signs of aging, want to uncover their youthful appearance and to tighten and tone the skin. For a patient that wants all of these results, is there a particular sequence that is recommended for such individuals?

**Bio Med Spa:** The Hollywood glow treatment (treatment time 3 hours) is non-invasive treatment combines the best technologies with a luxurious facial to completely rejuvenate the skin from the surface to the deepest layers. Include: VISA Skin Analysis, followed by the ultimate medical grade facial, a deep cleansing would steam, an enzyme mask, dermasweep (microdermabrasion), lymphatic upper body massage, hydrating oxygen treatment, LED light therapy, moisturizing and SPF.

**A:** Biomed Spa takes complexion concerns very seriously and is known for its individualized plans for each patient to achieve optimal skin health. One standout, cutting-edge technology that Biomed Spa offers is the Visia Skin Analysis. Can you explain this results-driven process to us?

**BMS:** VISIA Skin Analysis Reading the skin to get results from wrinkles, texture, pores, Sun damage, redness, pigmentation etc. to evaluate the skin in a proper manner to recommend special treatments to the patient.

**A:** The Hollywood Glow Treatment™ regenerates dying skin cells, rejuvenates the skin's deep layers, and nourishes and hydrates the face. Are there any specific skin conditions that might also benefit from this treatment?

**BMS:** The Hollywood Glow Treatment it's a such a luxurious treatment that benefits all skin types from younger to older.

**A:** The Age Response Treatment™ is designed to uncover youthful appearance. Is there an on average time frame to see results from this treatment?



from left to right:  
Lilit Pananyan,  
Alexis Day & Milu

The Age Response Treatment is designed to uncover youthful appearance which is correct but it's also a process, you start with laser treatment and followed by a special facial depending on the skin type.

**A:** The Platinum Renew Treatment™ serves to tone and tighten the skin. Tightening and toning seems to be on most people's agenda. Can you describe the tightening and toning facial process offered with this treatment?

**BMS:** Microneedling with vitamin infusions. This two part treatment is designed to whisk away layers of dead skin and uncover that youthful appearance hidden underneath.

**A:** The Awards Show Treatment™ is best for instant flawlessness and patients who want to be camera ready. What immediate results can patients expect from this treatment?

**BMS:** With no downtime, redness or swelling, this treatment relaxes you and leaves you camera ready. Great for sensitive skin types or those attending a special event!

**A:** The Format Facial Treatment™ features a full skin analysis and facial designed to meet the patient's skin care needs. Please describe the customization process.

**BMS:** The Format Treatment is a deep facial cleansing with steamer, and dermasweep or oxygen treatment (depending on skin type), tractions, lymphatic facial massage, custom mask for skin type, hydration and SPF.





# Joyce Rey

the billionaire's broker

As a former Realtor in the city of Atlanta whose niche market became luxury homes, due to one of my peers dubbing me the title of “Realtor to the Stars”, I found myself nestling into this title. However, my dilemma was to figure out a way to stand out in a new city and up against luxury home Realtors who had long history and reputations in that market, and whom also had the market cornered. I eventually had a light bulb moment, and I decided to go back to my roots, which were in Los Angeles, and seek out the top agents in that real estate market. I thought it would be helpful if I taped into what was happening in an environment that I grew up in, and what I could familiarly identify with. This proved to be not only inspiring, but it truly gave me the wings to stand out and go shoulder to shoulder with the veteran agents in my new city at that time.

One Los Angeles stand out agent in my research was the Beverly Hills second to none, First Lady of Real Estate, Joyce Rey. Also known to be The Billionaire's Broker, Joyce Rey has been trailblazing and setting the bar standards high for many years. There was just something very natural when I read articles about her that encouraged me to step out and step up...and fearlessly I might add. And it worked! At that time the price point for a luxury home in Atlanta started in the \$600,000 range. After reading what the top agents in Los Angeles were

selling properties for I did a silent prayer and asked to list a property for at least \$1 Million. Well to make a long story short, my first million dollar listing came at a list price of \$5,695,000! That was just the beginning; soon I landed a listing on Billionaire's row in an upscale area of the city called Buckhead, which was also where my office was located. Soon after, I felt that I had proven to myself that I could indeed stand shoulder to shoulder in this market and I to this day thank my never before met...at that time, long distance mentor Joyce Rey for helping me reach that level of confidence as a luxury Realtor. Fast forward years later in Los Angeles, I see a lady in my rearview mirror at a gas station. I looked twice because there was something very familiar about her. To my surprise I realized that it could very well be Joyce Rey! I immediately leapt out of the car to go confirm whether or not it was her, and to my delight it was. How incredible was that to meet her in person after all? Now, I am no longer a Realtor but rather the owner of a marketing agency, a partner in an online affluent business and social community, and new blogger with a blogazine™, and I am beyond thrilled that the extraordinary Joyce Rey has granted me an interview with her for this debut issue of The Contour of Luxury blogazine™. She graciously invited me to her home for a one on one interview with her. I've now shared my story behind how we met, now learn more about Joyce and her career experiences. Enjoy! ~Alexis

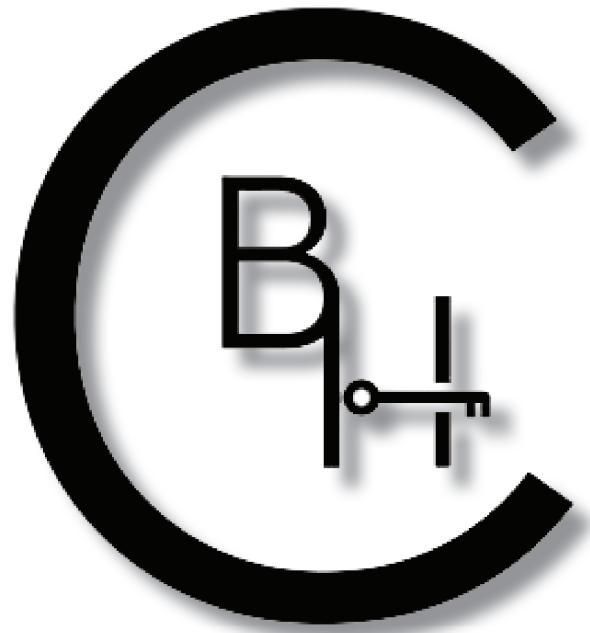


Alexis Day's exclusive interview  
with *Joyce Rey*



“Former Listing-The Sycamore Valley Ranch: formerly Neverland Ranch”





For my Angeleno wine enthusiast, allow me to introduce to you **The Cellar Beverly Hills**, one of Beverly Hill's hidden underground "cool" spots. Pun intended, as the space is chilled, with dimmed lighting and the perfect environment to store your wine. A private membership club and concierge with on-demand delivery, The Cellar Beverly Hills is making waves as the location acts as a host housing location for not only some of the cities premier restaurant wine's such as Madeo and Spago, but also for exclusive private gatherings. The iron clad 007-ish entrance to the cellar should make any wine member rest well at night knowing their precious vino is safe. Mucho thanks to Sam Bialosky, founder and CEO for being such a gracious host to me and my crew.

Enjoy my Q&A with Sam below...

-Alexis

## THE CELLAR BEVERLY HILLS





**Alexis:** How did your idea to open a wine cellar business originate from?

***The Cellar Beverly Hills:***

It was very organic. I had started my own business advising on private wine collectors' collections, as well as cellar design, and I found the off-site storage options within Los Angeles to be wholly inadequate. Much of the design of The Cellar came from my perception of what these facilities were not offering.

&

A

**A:** You have certainly provided a safe haven for many wine collectors in Los Angeles. Are you yourself an avid wine collector?

**TCBH:** I am, although my collection is not getting as much attention as it has in the past. Running The Cellar has kept me fairly busy. It is a younger collection, built upon some of the recent banner California vintages.

**A:** How did you develop your interest in wine?

**TCBH:** Again, very organically. My parents were winos and foodies (they do go hand in hand), and as I started to inch older, they exposed me more and more.

**A:** What is your favorite wine?

**TCBH:** That's like asking me my favorite song or film. Not even going to try. The Cellar has already attracted high-profile restaurants such as Madeo.

**A:** How many bottles do your clients typically keep in the facility? Is there a limit?

**TCBH:** Anywhere from 48 to 1500. Both Spago and

Madeo are storing the latter. The reason why we do have a limit is we want to incorporate enough members into our community to make that community have real value to those participating. That means leaving space for them.

**A:** You've integrated impressive state-of-the-art military-grade security in your storage system. What necessitates such high-level security?

**TCBH:** I wanted to feel like James Bond every day when I came in. No...wine, especially many of the bottles we see come through The Cellar, is an increasingly valuable commodity. Our members go to sleep at night knowing that their wine is secure, which is what we aim for.

**A:** The Cellar is not only a wine cellar facility but also a private membership club. What is your formula for exuding a feeling of exclusivity and luxury to your members?

**TCBH:** I wish I did have a formula. I could probably make some money off that. Truth is that, in my experience, you either understand exclusivity and luxury and hospitality or you don't. Occasionally I'll pick up things from successful restaurateurs, hoteliers and club owners. It is mostly trusting your gut and instincts, and when you set a floor

## THE CELLAR BEVERLY HILLS

of minimum quality, you never go below it. Also, never be unoriginal. Expose your members to things they might not have experienced before. That is at the heart of exclusivity.

**A:** Using an app for real-time inventory browsing, on-demand delivery and other services is a new concept for wine collection services. How has this integration of technology benefited your clients?

**TCBH:** It's convenience that should be expected in the year 2017. I wanted to design services around how wine collectors actually collect and consume their wine. They want to know what they have, and they like to bring their bottles with them to dinner. Thus, we facilitate that.

**A:** The Cellar offers luxury concierge services to your clients. How does your concierge curate a bottle of wine for a particular evening?

**TCBH:** It entirely depends on the bottle, and the requests of its owner.

**A:** How do you accommodate for individuals who are relatively new to wine collecting, and are not quite as knowledgeable on the subject of wine yet would like to know more?

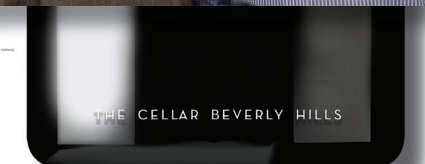
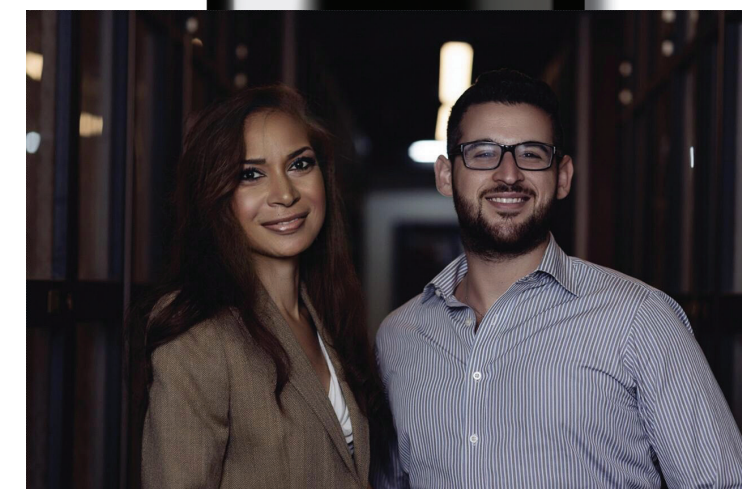
**TCBH:** One of my favorite aspects of my involvement in this world. I love building new collections, so I've designed a wine starter kit for newbies. Also, a solid portion of our membership schedule is devoted to wine education.

**A:** The Cellar will be launching a virtual marketplace to facilitate sales and/or exchanges of bottles between members. Could you please tell us more about this?

**TCBH:** It is actually up and running, and you described it pretty succinctly there. Where it goes beyond that depends on our members.

**A:** What other plans do you have for the future of The Cellar?

**TCBH:** A great many. Stay tuned.



Alexis Day (left) and Sam Bialosky (right)



EPICUREAN

*the french laundry restaurant  
makes my list. ~Alexis*

I was introduced to this treasure of a restaurant by one of my dearest friends Jerry Wiley, a man who innately seems to know something about everything, particularly in the luxury lifestyle dominion. Upon Jerry's suggestion, I researched and learned more about [The French Laundry](#) restaurant. For my discerning taste food connoisseur viewers, it would be no surprise if the name of this restaurant resonates with you, being that it has garnered three Michelin stars six years in a row, making its prize chef, Thomas Keller, the only American-born chef to have two three-starred Michelin restaurants. No small feat. It was previously awarded as the number one restaurant in the world in "The World's 50 Best" and has since maintained its position as one of the most distinguished

The French Laundry is nestled in the calm, picturesque town of Yountville, California, which is also destination for Chef Keller's own Bouchon Bistro. Visitors will surely be enamored with its natural charm and understated elegance. Not to mention it's placed in the prime location of Napa Valley, one of my favorite destinations to venture for a weekend getaway, being a California resident myself. Dining at The French Laundry will surely be the crème de la crème to top off a quintessential Napa visit. And from my understanding, it's certainly a meal worth a trip to the beautiful wine country. Make sure to book your reservation several months in advance before you make the trip to Napa because seats are highly coveted.

Bon Appétit! ~Alexis







The new trend these days is to be called a “Foodie” if you have an ardent or refined interest in food and alcoholic beverages. While this description may not fit me to the tee, I think to simply say that I do have a natural passion for enjoying good food puts me near the “Foodie” title. When I come across opportunities to try a new food of interest, I am most often willing to accept. As a creative person, I am also naturally drawn to delectable images of food. Therefore it is no surprise that when I saw a post regarding Pitchoun! Bakery I immediately explored to find out more. Frédéric and Fabienne Souliès are the souls behind the Pitchoun! Bakery concept and brand. Both French; he’s from the South West of France and she’s from Monaco, French Riviera. “Pitchoun” on term meaning “kiddo” in a loving way, and it’s the common point linking the two of them together. This husband and wife duo create all menu items in-house. Everything is hand-made daily on site by their baking and pastry team from 5am, using only fresh produce from local farms, sustainable; organic ingredients and with no GMOs neither preservatives. They also offer organic beverages, coffees and teas too. Now that I have peaked your interest, continue to our Q&A with Frédéric and Fabienne to learn more...





# P&S

In French, “pitchoun” is an affectionate term meaning “kiddo”. Can you share with our readers the reasoning behind the Pitchoun Bakery name?

Throughout France, it’s common for people to still use words from regional old French dialects. In the Southwestern region, where Frederic Soulies is from, there is the “Occitan,” dialect. In the Southeastern region, where Fabienne is from, there’s the “The Provençal” dialect. Pitchoun, which means “kiddo” in a loving way, is a common word in both dialects. This word, which is still used to this day in the Provence region, is not only important to Fabienne, but to Frederic as well, as this was what his grandparents called him when he was young and visited them in their bakery. The importance behind this word made it the perfect name for the bakery.

As natives of France, how has French sensibility, passion and culture been incorporated into Pitchoun Bakery’s brand image and culinary expression?

Pitchoun! provides Angelenos with the quintessential French dining experience. Everything about our brand identity, from the decor inside the bakery to every dish on the menu, has been carefully thought out to resemble a true Parisian boulangerie. From housemade pastries (which customers can see being made through clear windows) to delicious soups and salads that are made to order, everything is prepared from scratch on site using family recipes in our state-of-the-art facility and tastes just as it would in France. Our bakery specializes in creating freshly baked breads, made with locally-sourced, organic ingredients and house-made levain starter. Frederic and I pay close attention to detail to ensure our guests feel as if they’ve transported to France after they step into our doors.





Pitchoun Bakery has a delightful and enormously tempting specialty menu. Do you find there to be any particular customer favorites?

We are known throughout Los Angeles for our almond croissant and sell hundreds a week! What makes it so special and unique are the various layers and textures - the middle is light and moist and outside of the croissant is crusty and brown, with a dusting of powdered sugar on top. It's a different recipe than many in the US are used to. We sell out every day! We also offer various other traditional French specialties like, chouquettes, kouign amanns, tropeziennne tarts, pissaladiere pizzas or pan bagnat sandwiches, which make Pitchoun! so unique in Los Angeles.

We love the variety that you offer on your menu, therefore this may be a difficult question to answer. What are some of your personal recommendations from your breakfast and café menu?

The Omelette or the Classic Eggs Benedict are always best sellers -- with our cooking techniques and homemade Hollandaise sauce, they taste just as they would in Paris! The Avocado Toast with poached eggs is also a big hit!

With a broad selection of 80 different niche wines and 15 craft beers, can you tell us a bit more about your Happy Hour moments and wine tastings?

Pitchoun! hosts approximately 8-10 wine tastings a year. For the tastings, we pair special culinary offerings with authentic French wines, giving our customers a chance to taste various French specialties that are not on our daily menu at the bakery. We enjoy watching people discover fancy dishes or desserts made by our Chefs just for the occasion, that are paired with wine from small, often unknown, biodynamic vineyards from different regions of France.







Our health-conscious readers will be thrilled to know that all your products are made from organic, GMO-free and freshly produced ingredients from local farms. Will you share more about your health-conscious menu?

All the ingredients we cook with at Pitchoun! come from high-quality producers – we only want to serve our customers the very best! The eggs are organic and cage-free, the meats are organic, hormone-free and locally sourced and the all-natural butter used in our handmade pastries is imported from France. The bread we use for sandwiches and other dishes on the menu is made from scratch every day with unbleached flour and contains no additives or preservatives, which results in the best flavor possible. Aside from our sandwiches and tartines, we offer daily a variety of healthy salads and sides, vegan or vegetarian and gluten-free friendly dishes. And the same is said for our desserts! We make several gluten-free desserts, like macarons and our homemade mousse dessert that's both gluten and dairy free.

You offer catering services and made-to-order cakes. Please tell us more about these services.

We're happy to cater for any occasion, whether it be casual lunch meetings or evening fancy cocktail parties or dinners. Our catering menu proposes a variety of little toasts and canapés, some of them like the 'Surprise bread' are very chic and French. Our picnic boxes are also a nice option for large conventions and meetings, that can also be customized in various ways

Pitchoun Bakery has been open in Downtown LA for just over 2 years now. Are there any expansion plans into any other areas in Los Angeles?

We don't know right now, maybe one day! What we do know is that we want to keep focusing on our artisanal bread and pastry making because we are passionate about what we do! Making our customers happy and hearing their nice words every day is our best reward.



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