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## The Elder Statesman Sets a High Bar With New L.A. Store



Alexis Brunswick

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Photo: Spencer Lowell

■ If it's a luxury lifestyle brand that Greg Chait set out to create with The Elder Statesman, then his latest

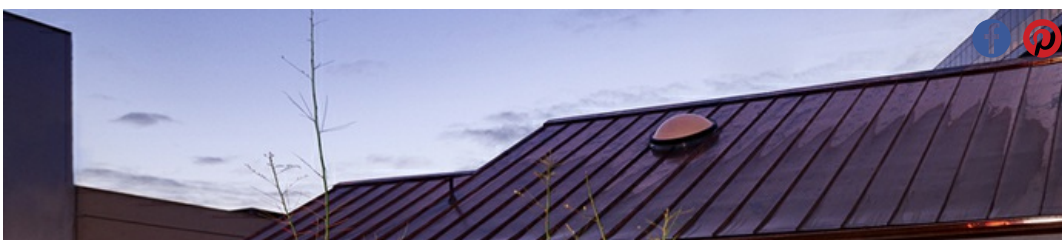
endeavor is the most fitting next step in his master plan. This week, Chait opens the doors to his very first retail space, a completely renovated home that feels more like a hangout than a classic storefront.

“There’s no store in the world that could carry the breadth and depth of what The Elder Statesman does,” Chait told Style.com. “The only way to see everything we do is through our voice. So I always wanted to have that, but it had to be right,” he explained. And now, just two short years after winning the 2012 CFDA/*Vogue* Fashion Fund, the time is undoubtedly right. “What we do at The Elder Statesman is we set the table,” Chait continued of his precision that still somehow seems laid-back in both appeal and approach. “I like the idea of working really hard and setting the table to allow for whatever to come. Then we back off and let it all happen and let my customers interpret.” And now that proverbial table is set.



*Photo: Spencer Lowell*

In a converted bungalow that sits just off of Melrose, Chait worked together with design firm Commune to create a pure reflection of the brand. “It’s going to actually show the world of [The Elder Statesman],” said Chait of the indoor-outdoor space that so perfectly references his childhood in Arizona, with L.A.’s Pacific Design Center looming large in the backdrop. “And I actually think it’ll enhance all of our wholesale accounts big-time, because it’ll even create more value and it gives more context to everything.” And context for Chait is in very specific design details. Beneath a fully clad copper roof sits alder wood floors, doors and window frames with the most perfect imperfections, skylights emitting radiant SoCal light, carefully landscaped cacti and succulents, and 1,600 square feet of retail flooring, only to be matched by 1,600 square feet of outdoor space that’s accessed through large, center-pivot doors.





Greg Chait

*Photo: Spencer Lowell*

“I’m super-aggressive with how I run my business, and this is an aggressive endeavor for a business of my size,” he said frankly of the gallery-like setting that serves as a pristine backdrop for the depth of Chait’s expansive collection that goes well beyond just cashmere RTW and into home interiors and accessories, kids and sunglasses. “My business is changing every day, so I don’t know anything but change.” And even in that change, the very essence of the brand is always there with Chait’s careful touch. Change for Chait is, indeed, a very good thing.

*The Elder Statesman, 607 Huntley Drive, West Hollywood, CA 90069, (424) 288-4221; [elder-statesman.com](http://elder-statesman.com).*

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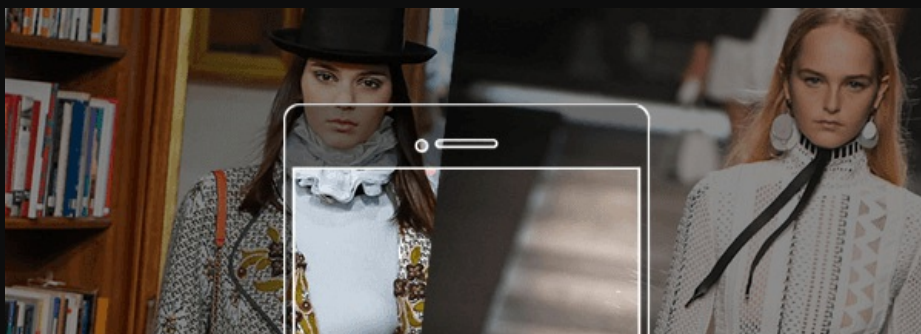
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