

SEPTEMBER 2014 / EUROPE

WSJ.

THE WALL STREET JOURNAL MAGAZINE

STYLE
AND
SUBSTANCE

THE BEST OF
FALL FASHION

another extremely expensive designer collection?" asks Maier. Nor will he be launching a campaign or hosting any fashion show. "There are already too many," he says. Maier speaks from experience, having attended fashion school in Paris before working at Sonia Rykiel, the fur company Révillon and Hermès. He spent nine years as the designer of the brand's ready-to-wear. "But I also worked on pre-order catalogs," he points out, "and I thought that was interesting because it was a challenge to make everything as accessible as possible at [a lower] price point."

The expanded Tomas Maier line takes into account varying body types as well as different climates. It includes a raw-edged wool jacket, a feather-light cotton dress, a blue silk tulle ensemble for his female clientele and a pair of long flights and, for men, his signature T-shirt, which retails for under \$100, and a pair of jeans. There's also a unisex cross-body messenger bag in caramel calfskin. Rather than following new trends, Maier says, future collections will complement the prior ones. "It's like someone's closet."

Interestingly, his newest store (he has a long-standing shop in Palm Beach, Florida, and a retail outpost in the Hamptons) is more akin to a home than a flashy new boutique, with plank floors and vintage chairs by Danish mid-century master Borge Mogensen. "I don't think the Upper East Side needed another precious store," he says of the 1,500-square-foot duplex space on upper Madison Avenue. It will feature glass vitrines and bookshelves inspired by the desk of Maier's architect father alongside bookshelves Maier uses to display a small library of favorite tomes, which will be for sale. He'll also carry objects from exclusive collaborations with a handful of companies, such as jewelry by Italian designer Osanna Visconti di Modrone and mirrors by French furniture designer Jean Astugueville. Next year he hopes to open another New York store, in downtown Manhattan, followed by another in Miami.

It's all part of Maier's goal to use fashion as a means to streamline and improve his customers' lives. "I want to help you by giving you something that looks good and makes you happy," he says before heading back upstairs to check on his other day job. "I hate frustration."



CLOSET CONFIDENTIAL
Clockwise from top left: An apron dress in supple leather; a drawing of the Tomas Maier boutique, by Maier himself; the collection's espadrille sandals and men's leather bomber jacket. For details see Sources, page 70.

INDUSTRY REVOLUTION

COUNTY CRYSTAL

When Anike Tyrrell set out in 2011 to build a new hand-cut-crystal business in southern Ireland, she hired a pair of former master cutters from Waterford Crystal, the legendary brand that had recently gone into receivership. As CEO of a local small-business incubator, Tyrrell had watched as the company that once dominated the local economy wobbled and fell along with the market for Irish crystal itself. She was determined to make something more sustainable from the wreckage. Against that backdrop, J. Hill's Standard launches this month. Tyrrell has collaborated with Martino Gamper and Scholten & Baijings, both stars of the global design circuit, on the debut collection of tumblers, stemware and decanters. Gamper in particular was moved by the stories of the aging craftsmen, both of whom are over 60. "The fact that knowledge could be lost—that caught my imagination," he says. Tyrrell is racing to build the business in time to train the next generation. "We're not really interested in making something that becomes inaccessible and irrelevant." —Sarah Medford

Left: The debut collection from J. Hill's Standard. The company's name is derived from the story of John Hill, a crystal pioneer who joined the Waterford Glass House in 1783. For details see Sources, page 70.

