

The ESSENTIAL



New York



SOHO'S FINEST: Livia Mareni outfits the home in her signature series of intense color (left), while jeweler David Lee Holland looks to nature for inspiration and this exquisite leaf-leaf ring (right).

David Lee Holland also uses his local design studio to his advantage by continually introducing new jewelry

pieces from his nature-inspired collection in his store at 69 Sullivan St. Holland is a second-generation jeweler; his parents, a gemologist and jeweler, run the Holland School for Jewelers in Alabama, where he grew up. SoHo was the first place Holland and his managing director, John Kyriazis, thought of when planning a storefront for the 18-karat treasures. "SoHo is so gorgeous," Holland says. "It is livable and on a human scale, a true neighborhood." Kyriazis agrees: "We knew that we wanted a space particularly on this street—we love having the Sullivan Street Bakery so close—but also because the size of the store allows us to create an intimate, elegant experience for our customers." The jewelry takes its cue from flora, like Chinese privet leaves and double acorns, and is accented by natural colored diamonds and pearls, which are more rare and more expensive. This type of luxury fits in well in a neighborhood whose residents include Anna Wintour, Rupert Murdoch and Richard Gere.

Holland and Kyriazis, along with the other merchants in this article, appreciate the combination of high-profile glam and home-sweet-home authenticity, which is one of the key reasons SoHo has remained New York's main shopping attraction. ☞