

MINDFOOD

Smart Thinking

PSYCHOLOGY

**WEIGHT
OBSESSION**

**CONQUERING
YOUR DIET
DEMONS** Page 54

**7 TIPS TO
BANISH
HAY FEVER** Page 66

**DELICIOUS
MID-WEEK MEALS
PLUS OUR BEST EVER
CUPCAKE RECIPES**
Page 134

**REAL BEAUTY
ANTI-AGEING EXPERTS
SHARE THEIR ADVICE** Page 72

SMART EATING
**KEEPING YOUR
CHOLESTEROL
IN CHECK** Page 152

FASHION CLASH
**HOW TO MIX THIS
SEASON'S SPLASHES,
SPOTS & STRIPES** Page 92

**HITTING
THE RIGHT
NOTE**

Adele Page 24
"Music
Makes Me
Fearless"

BODY of LOVE

WHAT COUPLES CHERISH ABOUT THEIR PARTNER'S BODY Page 58

NOVEMBER 2011
\$9.90 (INCL. GST)



DRIFT AWAY

"The Driftwood collection is a more modern collection which captures the authentic beauty of natural materials in bleached oak with leather accents. This is a very affordable Ralph Lauren collection and will sit beautifully in a casual living area in a beach house or family room," says Debbie Cavit.





“THIS WAS A VISION OF HOW I WOULD LOVE TO LIVE.”

Ralph Lauren's latest home collections stay true to his comfortable, liveable style, while also offering more than a touch of glamour.

Words by **Michael McHugh**

One of my favourite quotes of all time – so much so I have it by my desk at work – is from Ralph Lauren: “A leader has the vision and conviction that a dream can be achieved. He inspires the power and energy to get it done.”

I recently watched the episode of *Oprah* where she interviews Lauren on his ranch in Telluride, Colorado. The 17,000-acre ranch, called Double RL Ranch, has a saloon, teepees and cabins, and was the setting for parts of John Wayne's *True Grit* movie and most recently the location for Lauren's son David's wedding to Lauren Bush, niece of George W Bush. And yes, her new father-in-law did design her wedding dress – an intricate embroidered Victorian-style gown.

SUCCESS STORY

What struck me about the interview was not only the picture-perfect setting and beautiful interiors, but also how he paid credit to the “hard work” he and his family had done in creating the world of Ralph Lauren. Born and raised in the Bronx, New York, Lauren is the quintessential American success story. He began selling a range of men's ties in 1967, eventually establishing the first shop-within-a-shop designer boutique for men in Bloomingdale's New York. ▶





"A tie was the way a man expressed himself. I believed that men were ready for something new and different. They didn't want to look as if they worked for IBM. A beautiful tie was an expression of quality, taste, style," says Lauren. Interested in promoting a lifestyle around his ties, the line became known as Polo. "I never went to fashion school – I was a young guy who had some style. I'm not a fashion person. I'm anti-fashion. I don't like to be part of that world. It's too transient. I have never been influenced by it. I'm interested in longevity, timelessness, style – not fashion. I never imagined Polo would become what it is. I just followed my instincts."

Polo began advertising and catapulted the brand into the American consciousness. Continuing in the spirit of

the Polo philosophy that individual clothes are not as important as the lifestyle and the world they reflect, the advertisements often used real people, from surfers to architects, within real settings, celebrating a spectrum of American life, with little or no text. The advertising in magazines felt more like pages from a movie.

DREAM MAKER

"Ralph Lauren has always stood for providing quality products, creating worlds and inviting people to take part in our dream. We were the innovators of lifestyle advertisements that tell a story and the first to create stores that encourage customers to participate in that lifestyle," says Lauren.

In 1983 the Ralph Lauren Home collection debuted, and Lauren made

history as the first fashion designer to launch an entire home collection, including bedding, towels, rugs, and wall coverings, which combined a timeless, and truly American, home. In the following years, the Ralph Lauren Home collection introduced expertly crafted furniture, lighting, carpeting, and in 1995, the Ralph Lauren Paint collection.

"This was a vision of how I would love to live. I wasn't just creating a sheet – I was creating a complete home, which could reflect the kind of world people wanted to live in," said Lauren at the time of launching. The home collection combines all the elements the designer is known for: product innovation, colour, exquisite, authentic detailing and a lifestyle approach to home products.



NEW ROMANTIC

This season's California Romantic collection is inspired by the romance of travel, featuring timeless fabrics such as sun-bleached linens, exotic patterns and textural weaves.

Lauren carries his same sense of fashion and design through to his interiors division, launching two new collections each season. "The key to longevity is to keep doing what you do better than anyone else," says Lauren.

Having worked with the Ralph Lauren team since 2007, Debbie Cavit from luxury interiors store Cavit & Co agrees. "There is always the layering of colours, textures and patterns and the mix of styles. He designs homes which suit the people who love his fashion. It makes a very comfortable interior to live in," she says.

One of Ralph Lauren's strong colour design themes has always been blue and white – whether striped linens, cottons and canvas, deep indigo prints or the often used Chinoiserie pottery. ▶



Five Minutes With Debbie Cavit

Do you have a favourite piece or pieces, within the collections?

I love the masculine lines and proportion of Ralph Lauren furniture. I remember sitting in their showroom in New York where they do their advertising photography and feeling extremely feminine in a very masculine interior. Nice juxtaposition. The Heiress Collection is based on a young socialite inheriting her grandmother's apartment in Paris and how she furnished it with a sense of history resulting in a beautiful translation of bohemian romance. I am delighted to have the Heiress bed on the floor (*pictured above*) all upholstered in silks with damask linen drapery. It is a whimsy – romantic and delightful.

How often do you travel overseas looking at the latest trends?

I am overseas four times a year. I travel to Europe in January and September and to the US in April and again in October. I visit the leading interior design fairs in Milan, Paris and New York as well as attending High Point Market in North Carolina [the largest home furnishing show in the world] – a busy calendar.

What will be the next big thing in home design?

I have just returned from Maison et Objet in Paris and there is everything you can imagine available, in every form and colour. For us the big move is away from the dogma of 'what's hot' and into the realm of what's right for each individual, their home and their lifestyle.

SEASIDE CHIC

The La Plage collection captures the effortless style of the seaside, combining the rustic with the nautical.



This season, his two collections are California Romantic, which evokes chic, faraway glamour as well as referencing the Mission-style homes of Southern California. Sun-bleached linens, hand-forged steel frames with leather covers mixed with faux tortoise shell mirror frames offer timeless style. The mix of rustic and exotic is certainly a Ralph Lauren trademark, as is the La Plage collection which is inspired by the effortless glamour of the seaside, with a classic maritime palette creating a casual yet sophisticated look.

So where does Lauren find his inspiration? Each year Ralph Lauren and his team have a lifestyle scenario which they then fulfil by designing furniture, fabrics and accessories to create the perfect environment to meet the storyline. The storyline can be anything from a musician in New York, to a ranch in Colorado to a hunting lodge in the Adirondack Mountains to a holiday house in Monaco,” says Cavit. MP

Ralph Lauren Home collections: La Plage, Driftwood and California Romantic available from Cavit & Co, 547a Parnell Road, Parnell, Auckland. Phone 09 358 3771. Cavit & Co, 18 Buckingham Street, Arrowtown. Phone 03 442 0128. ralphlaurenhome.com

MORE AT MINDFOOD.COM



SEE Take inspiration from our beautiful gallery of images of a stylish and eco-friendly house on Venice Beach.

KEYWORDS: CHILLED, OUT