



DESIGN TIME
Fendi Casa's Sloane
sofa (price upon
request) is available
at BeDesign on West
Alabama Street.

FROM ITALY, WITH LOVE

Houston's BeDesign woos and weds Fendi Casa, becoming the luxury decor line's first Texas outpost.

By Michele Meyer

Why shouldn't your decor be as fabulous as your wardrobe? Top Italian fashion designers shouldn't be restricted just to your closet, so here to help make any abode beyond fashionably chic is BeDesign, which this month becomes the first and only Texas shopping destination for Fendi Casa Contemporary Collection.

"We wanted a big name that makes a statement, not just for furniture but also clothing," says Adrian Dueñas, CEO at BeDesign, a local boutique that sells high-end contemporary furniture, lighting, rugs, wallpaper and accessories. In addition to the newly scored Fendi Casa, the emporium has exclusives with Paola Lenti, Molteni, CasaDestis, BD Barcelona, Wall & Decò, Marset lighting, GAN rugs and Missoni Home.

Dueñas and the store's lead designer, Marcelo Saenz, fell in love with Fendi Casa while at Milan's Salone del Mobile—modern furniture's version of Fashion Week—last April. "We visited every well-known fashion brand to find the one that fit us, and Fendi Casa was perfect," says Dueñas. "It's sleek, well-built and has lots of personality."

Five months of courtship followed before they finally tied the knot with Fendi Casa owner Luxury Living Group Collections, and now the top decor finally comes to H-Town. The collection features contributions from top designers such as Toan Nguyen and

Thierry Lemaire, and the new pieces wed the most sensual catwalk trends and fabrics. From silk velvet and houndstooth tweed to lamé filaments and vampy nubuck harnesses, the ultrachic sofas, tables, chairs and lamps exude polished style. In true bespoke couture fashion, Italian saddlemakers even handstitch and assemble pieces in the customers' desired size, hue and materials.

Stars in the collection include Prussian blue or burgundy handwoven silk velvet Audrey (as in Hepburn) chairs and Blixen nubuck leather chairs, overtly sexy with metal buckled straps across the backs. The Serengeti table collection throws in an upscale safari curve, with single-piece tops of exotic woods over metal legs. And check out the Marco Costanzi-created, African mask-evoking lamps and sconces, which match the theme and cast just the right light.

Dueñas considers Fendi Casa's entry a promising sign for Houston's design community. "It shows that huge luxury brands believe in this market." 2016 W. Alabama St., 713.623.1177, be-design.us