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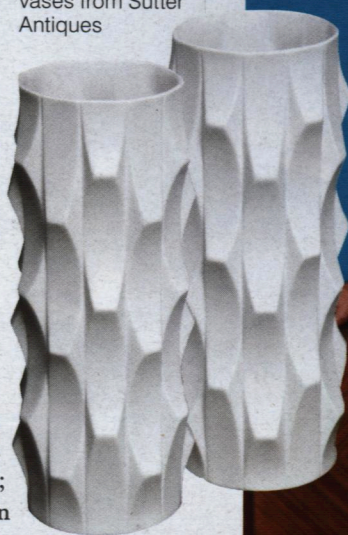
**REDEFINING
GLAMOUR**
Fall Fashion's
Rich Moments

Sourcers' Apprentice

The interior designers' go-to online art and antiques dealer establishes a decorator space all its own.

by Jill Sieracki

A pair of 1960s Heuschehnberger vases from Sutter Antiques



A 1960s Murano glass chandelier twinkles from one corner; to the left, teak and rosewood nested coffee and end tables from the 1950s; to the right, a fantasy pair of Etruscan chairs by John Dickinson. These are just a few of the treasures waiting at 1stdibs@NYDC, 1stdibs' new full-floor retail space in the New York Design Center. Inside the 35,000-square-foot location, nearly 60 different dealers from New York, the Hamptons and other US and international locations display one-of-a-kind pieces in perfectly arranged vignettes or gallery-style displays. "These are goods that have to be stored somewhere, and we made an arrangement with the New York Design Center that made it compelling for us, for the dealers and for the NYDC," says 1stdibs founder



Michael Bruno, founder and president, 1stdibs



BG Galleries at 1stdibs@NYDC



Paul Evans coffee table from Milord Antiquités

and president Michael Bruno. "Most design centers are looking for ways to open up and welcome consumers now. I think maybe a few years back, this might not have worked, but the time was right."

A unique sentiment considering that more and more retailers are closing brick-and-mortar establishments in exchange for the lower overhead of e-commerce. However, according to Bruno, 1stdibs

tends "to be contrary"—much to the advantage of the interior designers who steer their clients to its carefully curated collection. "I just found and purchased Gio Ponti chairs that I had been looking for for years," said interior designer Sara Story. "We also found a magnificent dresser at the retail location, and it was quite expensive so my client wanted to see it beforehand. He went to see it, fell in love with it and purchased it."

And while the store is bringing added attention and revenue to the 1stdibs brand, which celebrates its 10th anniversary this year, Bruno does not have plans to expand into other cities—yet. "There are a lot of people who love design here, and there are a lot of people who come to New York specifically to buy, so the combination of those two is pretty strong," he says of choosing Manhattan for 1stdibs' first location. "We've had lots of offers already from other building owners, but I made the commitment that I didn't even want to consider it until a year went by."

Ironically, it's on a decidedly different industry that 1stdibs built its foundation. Living in San Francisco during the 1990s dot-com boom, Bruno was working in residential real estate when he recognized the fervor surrounding online. "When I set out to build 1stdibs, it was with the concept of creating a database for architects and designers that worked very much like the database for the real estate industry," says Bruno, who initially sourced the famed Paris flea before expanding into the Hamptons, using the tony resort community as a test market for other US cities. "It became obvious to me that the design community didn't have any way of sourcing things for their projects other than getting in their cars and driving around with Polaroids."

Putting those door-to-door days behind them is just what keeps interior designers like Philip Gorrivan coming back to 1stdibs. "As an interior designer, a lot of what I do is sourcing," said Gorrivan. "1stdibs has changed all that, which is quite wonderful. It makes us better at what we do." *New York Design Center, 200 Lexington Ave., 212-679-9500; 1stdibs.com*