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hospitalitydesign

in perfect taste
the restaurant issue

Battle of the Sexes

For Grand Cru, an intimate small plates restaurant in Englewood, New Jersey, designer Therese Virserius separated the 2,000-square-foot space into two distinct dining areas: a sexy, intimate bar in the front, and a lush, casual lounge in the back.

The entry sets the tone, contrasting masculine and feminine materials, alternating gray Pompeii chiseled stone and flirty sheer

acrylic panels. Once inside, guests are greeted by a substantial bar featuring handmade rust-colored geometric Tibetan metal panels on the front and a five-inch thick white-hued Calcutta gold marble top. Hightop tables are wrapped in soft red-hued leather and bathed in warm lighting created by silk covered pendant chandeliers.

Further back in the lounge, a bold cluster of four doughnut-shaped chandeliers wrapped in red silk with black crystals hangs above



contrasting seating: two low-slung lounge settees covered in an iridescent chocolate leather and highback wing chairs done in cream-colored leather.

"The space is the perfect reflection of the restaurant concept which blends sexy and charismatic," says New York City-based Virserius, founder of her namesake firm. "We worked closely with the owners to create a unique dining experience that marries flavorful wine selections and adventurous dishes with superior design." www.thereisevirseriusdesign.com

Hey Baby Hey

The lines between music, fashion, and hospitality design are no longer blurred; it's like they don't even exist. Nightlife entrepreneurs Rande Gerber and Scott Gerber have partnered with L.A.M.B., Gwen Stefani's clothing line, to design chic new uniforms for the female staff at Gerber bars located at W Hotels throughout the country. The uniforms will begin appearing at the Gerber lounges in 2009.

"I wanted to design a super cute dress that I would be excited to have in my own closet and approached it in the same way I think about my clothing for a tour," says Stefani. "We've designed a sexy and comfortable outfit for these women to wear out on their own stage every night."

The black matte jersey dress features '80s seam details, an '80s asymmetrical silhouette, and a side vent to create a flow when the women are walking. The new look will appear in 15 Gerber bars located at



Shown: Onyx Cone Pendants

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