TOWN&COUNTRY



/OTTO (MILES REDD ENTRYWAY); DIA DIPASUPIL/GETTY IMAGES (OBAMA); KREG HOLT (ANT



FOR THE STARCHITECTURE SNOB LOOKING FOR TCHOTCHKES.

...stop by Alan Faena's Rem Koolhaas-designed retail emporium.

Alan Faena is strolling through a new shopping concept of his own creation, an appropriately over-the-top four-story menagerie, across from his namesake hotel in Miami, where the air is scented with his own fragrance (a mix of rose and palo santo), when he grabs a \$38,000 vintage coat made out of stuffed animals by Jean-Charles de Castelbajac and drapes it over his shoulders. "Attitude is everything," he deadpans.

The Argentine hospitality impresario treats his South Beach Shangri-La (FAENA.COM), a hotel, a residential tower, and a theater, as his stage, "choreographed in a succession of dreams," as he writes in Alchemy & Creative Collaboration, his new book from Rizzoli. But behind the showman's bravado is a connoisseur of design's leading lights. The palatial condo building where Citadel CEO Kenneth Griffin has a \$55 million penthouse for sale was designed by Norman Foster. The theater, where Madonna and Kendrick Lamar have performed? The work of Rem Koolhaas's firm, OMA. The lush gardens

at the Faena Hotel? Devised by Raymond Jungles (see opposite).

Faena Bazaar, the latest addition to his oceanfront empire, is a bricolage of galleries, pop-ups, and stand-alone shops that will rotate its makeup and merchandise twice a year. "Retail is in a strange moment," Faena says. "With everything I do, I want to offer an experience. We give our guests art, we give them theater,

we give them design. Here, we

give them product—our way." That means that inside this exuberant shop (also designed by OMA), with 50 brands in beauty, home, and ready-towear, including Brock outfits, La Double J prints, and travel trunks by the New York-based Voutsa (pictured), sensory overload is essential.

"In the hotel business, in fashion, a lot of things have become pasteurized.

What I bring here is the pre-pasteurized, where it's all fire." E.M.

Custom sofas at Faena Bazaar (above) with Mimi fabric hy Voutsa-which also designs travel trunks (LEFT, FROM \$1.750, VOUTSA.COM).

