

Encore



HOSEF P. HORST/CONDE NAST ARCHIVE

VILLA FIORENTINA, SAINT-JEAN-CAP-FERRAT, FRANCE, 1971

"We bought the house because of what it is," New York advertising queen Mary Wells Lawrence told decorator Billy Baldwin after she and her husband, airline executive Harding Lawrence, snapped up the Riviera's most stylish estate. "Let's not revolutionize it." Thus in the salon Baldwin (1903–1983) deployed furniture that was startlingly similar to that of the home's former owner Rory Cameron, a noted aesthete, but gave the space à la mode flair. Out went Cameron's peaceful neutrals and in washed oceanic blues, with Kenzo Okada art, Indian cottons, and potted bay trees, which echoed the cypresses that towered outside. The inexpressibly soigné was now impossibly chic—and yet so wonderfully familiar. —MITCHELL OWENS