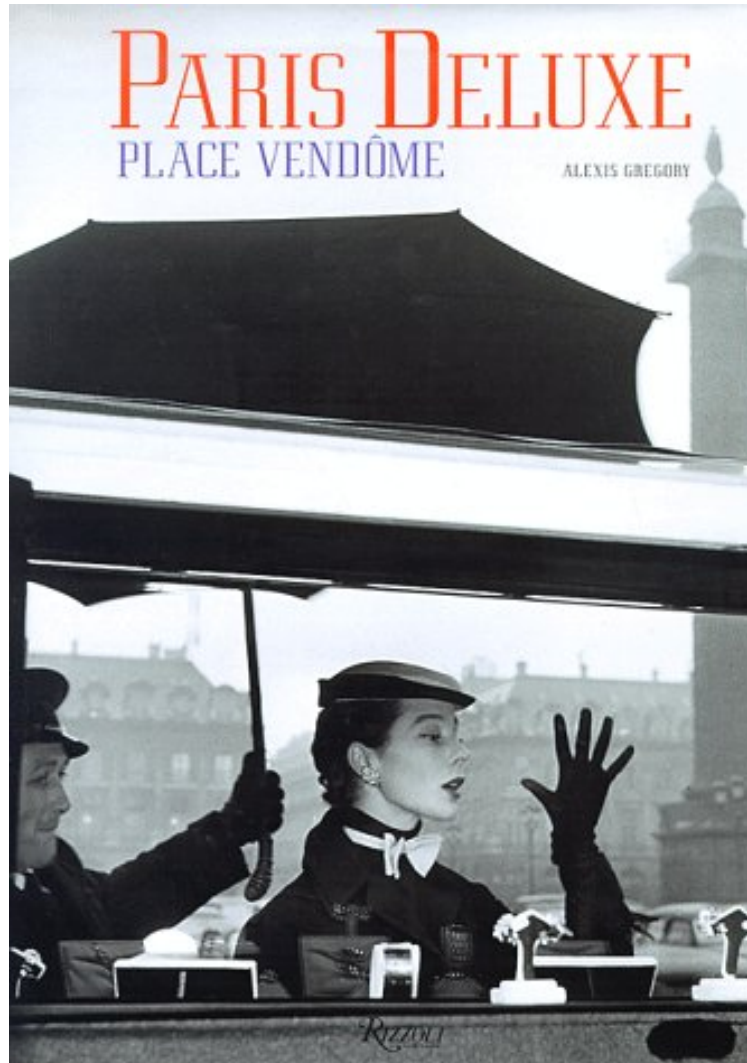


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Paris Deluxe: Place Vendome

Alexis Gregory

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Alexis Gregory : Paris Deluxe: Place Vendome before purchasing it in order to gauge whether or not it would be worth my time, and all praised Paris Deluxe: Place Vendome:

4 of 4 people found the following review helpful. Interesting enough By Mr Frank M. A. Aris A beautiful book with nice photos and an interesting text. Especially on architecture and their previous occupants. It also states who is at what number. (Handy to know for where you have to be for your next shopping trip!). It also gives an exclusive insight into one of Paris' finest hotels, Ritz. The stories on the joailliers are all too well-known but the photos make up for it. And the stories on the bankers are quite entertaining, especially J.P. Morgan. All in all, a nice book for a nice price (it'll probably be the cheapest thing to any item at or around Place Vendome).

Whenever the rich and famous are in Paris, they head for the city's most beautiful square, the Place Vendôme, and the two elegant streets leading to it-- the Rue de la Paix and the Rue de Castiglione. In this delightful book, a veritable paean to conspicuous consumption, Alexis Gregory reconstructs a wonderfully rich and varied tapestry of the changing life of the Place Vendôme, originally conceived by Jules Hardouin-Mansart, First Architect to the Sun King Louis XIV, as a tribute to the monarch. In text and photographs, *Paris Deluxe* traces the history of the Place Vendôme, from the square's beginnings as a high-risk property speculation, to its life in the twentieth century as Paris's center of fashion, jewelry, high finance, and art, a playground for international society that converges at the Paris Ritz, undoubtedly still the most elegant, expensive, and comfortable hotel in the world. The cast of extraordinary personalities who have left their marks on the square covers the spectrum from fashion and jewelry-- names like Coco Chanel, Elsa Schiaparelli, Frederic Worth, Cartier, Boucheron-- to financiers J.P. Morgan and John Law, and every prominent name in art and high society-- Edward, Prince of Wales, the Vanderbilts, Baroness Guy de Rothschild, Lillie Langtry, Ren Lalique and the Crozats, whose art collection was bought by Diderot for Catherine the Great. The presence of tycoons and crooks, dealers and collectors, couturiers and fashion plates, jewelers and their royal clients, politicians, Russian Grand Dukes, Indian Maharajas, and celebrities from movie stars to Ernest Hemingway has lent the Place Vendôme an ineffable aura. This luxuriously illustrated and evocatively written book will be cherished by every sybarite, francophile, and person of fashion.

With over 300 years of glamour to showcase, *Deluxe* contrasts sumptuous interiors with informal portraits: Hemingway at the hotel bar; a lounging Douglas Fairbanks at the Ritz; Audrey Hepburn with the Vendôme's distinctive column behind her; Sophia Loren, Jackie Kennedy, Maria Callas, and the Duchess of Windsor glittering with the rocks of Vendôme jewelers Van Cleef Arpels. Decadent? Yes. Fascinating? *Mais oui.* -- *Entertainment Weekly*

About the Author: Alexis Gregory has written on travel and the arts for *Vanity Fair*, *Art and Auction*, *Cond Nast Traveler*, and *Town and Country*. His books include *Families of Fortune: The Gilded Age of America and Europe* (Rizzoli 1993) and *The Golden Age of Travel* (Rizzoli 1990). He is Publisher at The Vendôme Press in New York.