



LEFT NIELS OTTO MØLLER CHAIRS AWAIT DINNER GUESTS AT COACH PRESIDENT AND CEO JOSHUA SCHULMAN'S NEW YORK HOUSE. BELOW SCHULMAN, LEFT, AND HUSBAND JIM CONLEY IN THE SITTING ROOM. FOR DETAILS SEE RESOURCES.

## In the Bag

The Manhattan townhouse of Coach's new CEO is all about soulful chic

**F**or Joshua Schulman, the new president and CEO of the Coach brand, the life authentic is key. "I like to live in spaces that fit the vernacular of a city," he explains, adding that his previous residences have included a classic Haussmannian apartment in Paris (when he worked for Tom Ford's Yves Saint Laurent) and a Victorian flat in London's Kensington Gardens (when he was CEO of Jimmy Choo).

Three years ago he and his spouse, Jim Conley, a technology-education consultant formerly with YouTube, went in search of what they considered to be an über-Manhattan property: a historic townhouse, which they found near Gramercy Park. Joining them when it came time to furnish was decorator-friend Cliff Fong, owner of the L.A. design firm Matt Blacke and the showroom Galerie Half, known for its ruggedly sexy stock of vintage Scandinavian Modern furniture clad in its original leather, plus provincial European antiques and modern lighting.

"Cliff's natural style is probably a bit softer than mine historically has been," explains Schulman, noting that one of his previous homes was so spare that it could be described as



*American Psycho* in Paris. "Since then," he continues, "my taste has softened a little bit—hopefully a lot."

And so it has. Returned to its period-1900 grace by George Switzer, of New York's Swis.Loc Architecture, Schulman and Conley's house is a place where past meets present in perfect harmony. That includes the owners' individual tastes, which are melded so expertly that it's difficult to determine where one begins and the other ends. Which certainly wasn't the case when the two met a dozen years ago. As Conley recalls, when he visited Schulman's Manhattan apartment (which they later shared),

GROOMING BY NATASHA LEIBEL FOR ARTISTS BY TIMOTHY PRIANO USING ALTERNA HAIRCARE

# DISCOVERIES *AD visits*



ABOVE IN THE LIBRARY, A KARINE LAVAL WORK HANGS ABOVE A CHARLOTTE PERRIAND SIDEBOARD; MOGENS KOCH CHAIR AND OTTOMAN. LEFT IN THE MASTER BATH, A POUL HENNINGSEN PENDANT JOINS A WATERWORKS TUB WITH A LEFROY BROOKS FILLER. BELOW THE LIVING ROOM, WITH A WILLIAM MONK PAINTING AND A HORN CHAIR.

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the fashion executive asked him what he thought of the place—only to be shocked when his date responded, “It’s a little clinical.”

Today, Conley says, “we’ve both yielded and kind of grown.” Schulman’s and Fong’s knowledge of design has become part of Conley’s own vocabulary as much as his passion for contemporary art has become part of Schulman’s world. In the smoke-blue dining room, colorful canvases by Raymond Pettibon and Jake Messing join sinewy 1960s Niels Otto Møller chairs and a 19th-century Italian painted side table. The fog-gray library brings together a flowery Karine Laval chromogenic print with a 1950s Charlotte Perriand sideboard.

Add to this mix old Oriental carpets and lots of smoothly polished wood and you get something that Schulman, never much of a domestic type, didn’t expect: a house that’s really a home. “When we started the project, I was only concerned with the aesthetics,” he says. “But Cliff and Jimmy were always asking, ‘How do you want to live in this room?’”

Today the townhouse is guest central, with the men hosting frequent parties (Conley is the resident chef), including last Thanksgiving’s extended-family bash for 36. “It’s not only our styles that have evolved,” Schulman observes. “Design really can be transformative.” —MITCHELL OWENS

