



The stairs at Matthias Vriens-McGrath's Atelier MVM are lined with hand-painted white and platinum-glazed Mientje head vases. Vriens-McGrath also designs custom lampshades with antique textiles.

MATTHIAS VRIENS-MCGRATH. FOR MORE DETAILS, SEE RESOURCES

Best in Shop

Fashion polymath Matthias Vriens-McGrath turns his lens to design.

BY SAMANTHA SWENSON

DUTCH DESIGNER Matthias Vriens-McGrath is adding “shop owner” to his long CV with the opening of Atelier MVM in Los Angeles. After cutting his teeth as a fashion photographer, the creative director for Giorgio Armani, and a senior art director for Gucci Group, Vriens-McGrath surely has

a keen eye for design—and a knack for using found objects. From shell-encrusted antique mirrors and platinum-glazed head vases to an African-mask scone, the little shop of curiosities is equal parts antique and original. Atelier MVM is the retail equivalent of a greatest-hits album, filled with the collections and creations that Vriens-McGrath describes as the best of himself. ■

PRODUCED BY SABINE ROTHMAN AND BENJAMIN REYNAERT

Antiques and Vriens-McGrath's own original pieces infuse the store with a curious blend of old and new.

