

# SHOP TALK

## Double the FUN

TWO STYLISH FRIENDS FROM OPPOSITE COASTS TEAM UP ON A **DREAM BOUTIQUE** IN LOS ANGELES.

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**J**EWELRY DESIGNER IRENE NEUWIRTH AND retail entrepreneur Laura Vinroot Poole have a friendship that spans nearly two decades. But it wasn't until last spring that the two creatives collaborated on a store, opening a Los Angeles outpost of Capitol, Poole's beloved Charlotte, North Carolina, boutique, in the Brentwood Country Mart—replete with an Irene Neuwirth fine-jewelry shop-in-shop.

Poole's architect husband, Perry Poole, who was the mastermind behind her North Carolina flagship, designed the 2,500-square-foot boutique; the two locations share much of the same decorative sensibility. "It should be warm and welcoming," she says. "It should feel like our home."

Vintage midcentury-modern furnishings and herringbone floors offer a subtle and elegant backdrop for a curated assortment of designer ready-to-wear—including fashions by Peter Pilotto, Rosie Assoulin, and Johanna Ortiz. Within the boutique lies Neuwirth's 300-square-foot jewelry micro-store, which was crafted by ED A-Lister Pamela Shamshiri.

Neuwirth's space is at once luxurious and



**CLOCKWISE FROM TOP LEFT:** The Capitol boutique in the Brentwood Country Mart in Los Angeles. Laura Vinroot Poole (left) with Irene Neuwirth and Neuwirth's dogs, Teddy and Miguel, inside the jeweler's shop-in-shop. Tops and dresses at Capitol. One-of-a-kind earrings with carved pink-tourmaline flowers, \$11,340; ireneneuwirth.com.



**TOP:** Tourmaline, sapphire, and pavé-diamond earrings, \$14,380. **ABOVE:** Bracelet with carved chalcedony flowers, rainbow moonstone, and pavé diamonds, \$28,400. Both available at ireneneuwirth.com.

laid-back, channeling the California-cool vibe of her flagship on Melrose Place, also designed by Shamshiri. "I wanted it to stand out as ours, but to be on-brand with Capitol as well," Neuwirth says.

The whimsical interior incorporates a display case shaped like a horse (Neuwirth is an avid rider) alongside delicate glass cases and a woodland-inspired diorama by artist Clare Crespo. Though each space is unique in its own right, they are anything but disparate, epitomizing a match made in heaven. "It was really dreamy and fun to create together," says Neuwirth of her collaboration with her longtime friend. [shop-capitol.com](http://shop-capitol.com) ■