

JOSEPH DIRAND

Interior designer and architect, 43, France

Known for a LUXE-BUT-MINIMALIST APPROACH, Dirand has designed flagship stores for RICK OWENS and BALMAIN, as well as restaurants and hotels. His latest, MIAMI'S SURF CLUB, opens this month.

● **How he found his style:**

● I went through some weird stages I don't want to tell you about, but now I just wear things that are sober, comfortable, and fitted. I am always in colors like navy, gray, and black.

At one point, I was wearing some Balmain, and then some Rick Owens, but you cannot identify with one brand. It has to be anonymous.

Style icon: James Dean had something extremely easy about his attitude.

Just jeans and a navy sweater and his hair all over. It's great style by having no style.

Keep it simple: Every time a man overdresses, you know he has a problem somewhere. Someone who's relaxed, who likes who he is and what he does, doesn't have to express himself so much.

First big purchase: I've always loved architecture, so as soon as I had money, I bought architectural furniture. At 17, I started buying chairs by Jean Prouvé and Pierre Jeanneret. They were cheap at the time and they're crazy expensive today, and I never sold anything. I love them like characters.

Go all in: Bad taste is more ignorance than eccentricity. Anything is possible if you make a



A wooden **Standard Chair** by Jean Prouvé, circa 1940.

strong decision. What's most important is dressing for yourself.

Elements of style: My inspiration is all over. If I talk about the architects, Le Corbusier comes first. He was a visionary. Then there is this Belgian artist, Thierry De Cordier. He paints in a classic, dark way that reminds me of Turner. And I'm very attracted to arte povera, especially the work of Jannis Kounellis.

Monsieur Bleu, a Dirand-designed restaurant in Paris's Palais de Tokyo.



Le Corbusier's modernist **Villa Savoye.**



I travel all year just to get inspired. You need to see things differently or you won't feel the same excitement.

On luxury: We cannot be satisfied with the fast-paced industrial approach. It's important to give things the time they need to be done well. This is luxury to me as a designer: collaborating with clients and craftsmen to create the absolute best we can.

Know your type: Fit is the most important thing. You have to follow the shape of your body. I'm skinny, so only a few brands really fit me. My shirts are Thom Browne, my jeans are Acne. All my jackets are from Band of Outsiders. If you put me in the clothes of another person, I would look like a clown. —J. R.