

ARCHITECTURAL DIGEST

GWYNETH PALTROW COLLABORATES WITH KARA MANN ON GOOP POP-UP IN CHICAGO

Written by Hannah Martin | Photography by Tony Soluri | April 28, 2015



In Goop's Chicago pop-up, interior designer Kara Mann used a pair of Ward Bennett chairs from Modern Drama to create a striking seating area around the Atelier Jouvence fireplace, while an eggplant AGA stove and Jayson Home Drapers table lend a rustic feel to the nearby kitchen space.

Gwyneth Paltrow's cult online lifestyle brand, Goop, opened its third pop-up shop this Saturday in Chicago. In the store she designed with Chicago-based Kara Mann, Paltrow's vetted picks—from Pierre Hardy sneakers to coconut lip balm—take on a look of earthy-industrial cool that reflects the vibe of their temporary hometown.

"We really wanted it to feel like you were over at your girlfriend's apartment," Mann explains of the boutique. "Like you're hanging out in the kitchen having a cocktail, talking about life."

So after transforming the Gold Coast space that was originally "really, really retail" into something altogether more cozy, with plaster walls and architectural features like a fireplace and writing niche, Mann tapped her favorite local design sources for a mix of vintage and contemporary furnishings. She found a Rick Owens stag stool and Stilnovo chandelier at Pavilion Antiques, a La Barge chinoiserie mirror at Assemblage, a crunchy-cool Tanya Aguiñiga wall hanging at Volume Gallery, and filled in the gaps with go-to basics from Jayson Home.

"Design," Mann explains, "is all about collecting." And for this project, the whole collection is for sale.



In the sitting area, Mann used a Tanya Aguiñiga wall hanging from Volume Gallery, with a shearling lounge chair and Paul Evans stool from Wright Now.



ILOT ILOV Berlin knitted hanging lamps and Rick Owens stag T stool add a hint of Mann's signature edginess to the space.



The Goop pop-up will display a selection of charming vintage-inspired wheels from Heritage Bicycles.



Behind an elegant Kallista tub, Mann added a punchy print with a floral wallpaper by Ellie Cashman.