

ELEMENTS OF

Style

personal luxuries

MANHATTAN TRANSFER

Entrepreneur Analisse Taft-Gersten traded runways for home showrooms, where her love of fashion, textiles, and business beautifully collide.

Analisse Taft-Gersten at ALT for Living, her New York showroom.



The coffee shop at ALT Box on the Upper East Side.

ANALISSE TAFT-GERSTEN'S FAVORITE THINGS

1. **HERMÈS RALLYE 24 PORCELAIN** "I believe in the old philosophy of actually using your fine china, so I pull it out whenever I can." hermes.com.
2. **STYLO WALNUT DINING TABLE** "It has that simple Prouvé-style feel and can fit into almost any setting." altforliving.com.
3. **CHANEL LE LIFT CRÈME YEUX** "A classic heavy eye cream in beautiful packaging." bergdorfgoodman.com.
4. **GARDENIAS** "In early summer, you can smell the blossoms as you walk through the Flower District."
5. **ESPRESSO P7 FRENCH PRESS** "It brings out the rich flavors of the beans." williams-sonoma.com.
6. **ALT BLEND COFFEE** "My cafés are just like my showrooms—we offer the best products and the best service." alittlestasteinc.com.
7. **DYSON SUPERSONIC BLOW-DRYER** "This is one sexy piece of machinery—a game changer." dyson.com.
8. **CHRISTIAN LOUBOUTIN MISS TENNIS BOOT** "Perfect for a black-tie gala or with jeans for a casual dinner." christianlouboutin.com.
9. **ALT PLUSH VELVETS** "Made in one of the oldest fabric mills in the United States." altforliving.com.

When Analisse Taft-Gersten first moved East as a young woman, the former model went through a breakup—with herself. "My world was all about looking sexy and playful, but that worked for about a New York minute," she recalls. "You're just not taken seriously unless you dress the part, so I had to leave the old Analisse behind."

Nearly two decades after abandoning her

denim cutoffs for structured blazers, the California native attributes her thriving businesses—ALT for Living and ALT Box, Manhattan-based home-furnishing showrooms with coffee shops—to her teen years spent crisscrossing the globe. "People don't see models as career women," Taft-Gersten says. "But I was running my own business at a young age—getting apartments in different countries, learning languages and exchanges, and working with managers."

These days, she's bringing that acumen to bear on the shopping experience, spotlighting vetted designer goods with street-level spaces, one of which nestles in plain sight in the city's Flower District and is a style destination unto itself. "Lately, fashion has been really inspired by home textiles," she says. "We stand in the office wrapping fabric around our legs, asking each other, 'Wouldn't this make killer pants, or the most amazing coat?'" □