

PALM BEACH

A smiling man with light brown hair, wearing a blue button-down shirt and a metal watch, leans against the mast of a sailboat. The background shows a clear blue sky and the ocean with some distant palm trees. The overall tone is bright and sunny.

ILLUSTRATED®

A CHEF AMONG CHEFS

DANIEL BOULUD CELEBRATES
A PALM BEACH MILESTONE

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Q&A

Pop Into Provence

THE OWNER OF AUTHENTIC PROVENCE SHARES THE LATEST IN EUROPEAN GARDEN AESTHETICS

BY SKYE SHERMAN

Provence is closer than ever with the recent opening of the 45,000-square-foot **Authentic Provence** showroom, courtyard, and garden on West Palm Beach's Georgia Avenue. After moving to the area in 1998, founders Susan and Wolfgang Hofherr launched their first store on Clematis Street. Since then, Authentic Provence has become one of America's leading emporiums for European antiques and furnishings, offering eighteenth- and nineteenth-century French, Scandinavian, and Italian treasures. *PBI* caught up with Susan for insight into the new space as well as design trends and mainstays. (authenticprovence.com)



AUTHENTIC PROVENCE IN WEST PALM BEACH OFFERS EUROPEAN DECOR FOR GARDENS AND INTERIORS.

» PBI: What makes your space unique?

Hofherr: Authentic Provence transports you to the Mediterranean. We are kindred spirits with Henry Flagler in his vision to bring Mediterranean Europe to America to seduce travelers to come to Florida. We extend his vision to offer, under one roof, the opportunity to shop for pieces likely to be found in Mediterranean homes and gardens. We created a visually rustic showroom with antiqued washed walls, high ceilings, and polished concrete floors to complement the simple elegance of Provence and Belgium [and] to see these items as they would be seen in their natural settings.

What design trends are you seeing?

Mid-century modern is in great demand. We devoted an entire building to it. In addition, high-quality antique furniture and garden accessories from the 1950s are always in demand. Our clients are sophisticated art collectors, architects, and designers who seek to mix distinctive styles and eras, thus allowing them to create the unexpected and to express their individual look.

How do you source inventory?

Everything is sourced in France, Italy, Belgium, and the United Kingdom and imported to Florida. We speak a total of seven languages, which allows us to carry on our relationships with international art and antique



CARMEL BRANTLEY



markets, dealers, artisans, and auction houses, who offer us access to the finest antiques anywhere. We also purchase what we love personally and offer bespoke sourcing for a specific client or project. Finding an extraordinary objet d'art gives us immense emotional pleasure.

Why did you choose West Palm Beach for this location?

Having lived most of our lives in Mediterranean Europe, we were attracted by the architectural foundation of Palm Beach created by Addison Mizner, Marion Sims Wyeth, Maurice Fazio, and John Volk. Georgia Avenue is becoming a new art, design, and antiques area and offers us ample opportunity to fully develop our concept. West Palm Beach is well-known to designers, collectors, and individuals who seek quality products.

What trends are you seeing in Palm Beach design and garden aesthetics?

Many people are moving here from California, New York, and other parts of the country to make Florida their new home. The visuals are changing to [become] more modern. Although garden antiques are still furbishing the classic gardens, clients are visiting us and asking for the highest quality of planters—but, for example, instead of using classical French Anduze urns, they are asking for new colors and simpler planters.