



PATRICIA ARRIBALZAGA  
CAKES HAUTE COUTURE

TRENDWATCH



TOILE DE JOUY

Produced by MEG CROSSLEY and KAI ETHIER  
Text by OLIVIA STREN

Traditional versions of toile de Jouy usually depict lighthearted pastoral scenes of rowboats or picnicking lovers. A classic 18th-century French fabric, it tends to evoke a lavender-perfumed drawing room in a Loire Valley château, not an edgy city condo. But today's toile is, well, cut from a different cloth. French couturier Carven fashioned cut-out dresses from an exotic African safari-themed toile, cultish New York label Ruffian patterned their pastel toile skirts and shirts with vignettes of Brooklyn, and Glasgow company Timorous Beasties unrolled toile wallpapers featuring urbane scenes of New York and London. If you prefer your toile more trad, consider the scalloped trash bin from Layla Grace, a tiered cake with toile icing, or the upholstered Louis XVI-style bergere from Barrymore — the perch is, appropriately, dubbed The Loire.

1. Clothing, Carven. 2. Wallpaper, Timorous Beasties. 3. Trash bin, Layla Grace. 4. Vase, Oly Studio. 5. Teapot, Stash. 6. Pillow, Elite. 7. Chair, Barrymore Furniture. 8. Cake, Cakes Haute Couture. 9. Art plates, Molly Hatch. 10. Candle, Seda France.

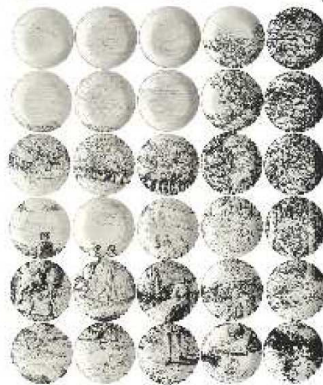


Photo: whyby/Arthas Simms (clothing), (wallpaper) Timorous Beasties, (trash bin) Layla Grace, (vase) Oly Studio, (teapot) Stash, (pillow) Elite, (chair) Barrymore Furniture, (cake) Cakes Haute Couture, (art plates) Molly Hatch, (candle) Seda France