







he unprepossessing industrial façade of this former steel factory was nearly enough to make Laurence Simoncini turn on her heel and abandon the viewing, but any reservations she had about the building were dispelled the moment she saw the extraordinary internal garden filled with ancient, leafy trees and a forest of bamboo. The Parisian boutique owner was enchanted by the place, and enlisted architect Valerie Mazerat - who designed Paris concept store Merci - to help her make it habitable. 'We didn't have the whole factory originally,' she explains, 'but the day before we started the renovation they put the adjoining building up for sale.' So they snapped that up, too, and doubled their floorplan. This was a coup for Laurence, who grew up in a one-bedroom flat and views space as a real luxury. 'I couldn't even hang a poster on the wall when I was a child,' she says. Now, barely 15 minutes' drive from the centre of Paris, she is the proud owner of this sprawling property - spanning 600 square metres in total - which has been transformed into a stunningly contemporary family home.

This 'loft home', as Laurence calls it, is a perfect combination of intimacy and spaciousness. 'It's a large house but I can hear my husband on the phone in his office, the children laughing in their rooms and the kettle boiling in the kitchen. We are in touch with one another and that's what creates the ambience of a home.' Indeed, the minimalist architecture of the building has been offset with an array of natural textures and tactile materials. 'I'm always looking for pieces in wood, iron, felt, linen, wool and velour, because they add softness, as well as style, to an interior,' she says. A subtle palette of greys and browns imbues the building with warmth, as well as a palpable sense of calm. 'Grey brings such peace to a home,' explains Laurence. 'We have a very hectic work life, so I wanted to create a tranquil environment. Now, when I walk in through the door,

I immediately feel relaxed.'

Unsurprisingly, given Laurence's own upbringing, much of the house has been dedicated to her children, Léa, 15, and Ugo, 11. They have the run of two bedrooms, two bathrooms, a study, a playroom and an extra dormitory area for sleepovers with friends. The spaces are furnished with items from Laurence's shop, Serendipity - a children's boutique in Paris. 'I try to find designs that are chic, playful and unique,' says Laurence. 'As soon as I see an object become too common, I take it out of our stock.' And this selective approach extends to each and every piece in her home. 'I am not a fan of clutter, therefore I know that I have to be thoughtful about the pieces I put into the house,' she says. 'The objects, furniture and art that I buy have to be enduring. They need to have substance and be timeless enough to stay in our home for many years to come.' > serendipity.fr















