

# I M M E R S I V E

In the living room of Eli Mizrahi's Paris apartment, which was designed by Uchronia, the Michael Wolk armchairs and custom draperies are in fabrics from Uchronia's collection with Prella. Sofa by Vladimir Kagan; vintage cocktail table by Ado Chale; antique Aubusson rug; artwork near mantel by Pae White.

A FASHION DESIGNER MOVED INTO A LAW OFFICE IN PARIS, THEN ENLISTED UCHRONIA TO REIMAGINE IT FROM TOP TO PALETTE. FROM THERE, THE PLOT THICKENS.

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# T H E A T T E R



Uchronia's Julien Sebban (left) with his client, Eli Mizrahi, on a fête-à-fête sofa by Edra in the entry hall. Behind them a vintage bronze bust rests on a 1970s cabinet by Pierre Cardin.

Eli Mizrahi, founder of the fashion label Mōnot, is known for the head-turning eveningwear he creates for friends like Hailey Bieber, Gisele, and Kate Moss. The Lebanese-born designer and longtime New Yorker has a point of view that is unique and daring. So when he took the plunge on a Paris apartment, he went big.

The space, in an 1860 building near Parc Monceau, is enormous by Parisian standards, with six bedrooms and three baths—4,300 square feet in all. But while its expansiveness made a statement, the apartment was far from the daring and imaginative showplace Mizrahi had envisioned. Indeed, in its most recent iteration it had been a law office. To transform it he turned to his iPhone, where his Instagram feed had lately been filled with images showcasing the eye-popping work of a young Paris-based architecture and design studio, Uchronia. “They are bold and different, and that’s what I liked about them,” he says.

For Uchronia’s founder, Julien Sebban, getting the equivalent of a cold call from a potential client via a direct message on social media is more the norm than an anomaly. Founded in 2019, Uchronia gained buzz when Sebban designed the decor of Forest, a brutalist brasserie at the Museum of Modern Art in Paris. In a city known for restrained elegance, Uchronia instantly stood out with its playful vocabulary of bright colors, fun florals, and wavy patterns. “Eli saw one of our flower tables on Instagram, and that’s how it all started,” Sebban says.

Still, Mizrahi’s project pushed the young Paris design

firm to the next level, in both scale and budget. In this client, Sebban found an active collaborator and collector for whom the sky was the limit. Mizrahi brought to the project a trove of blue-chip art by Richard Prince, George Condo, Jean-Michel Basquiat, and many others. He also gave Uchronia carte blanche to commission art and design specifically for the Paris apartment. “I’m drawn to works that make me think,” Mizrahi says. “I look for pieces by young and emerging artists.”

But as ambitious as the project was, Mizrahi was anxious to move in. Sebban and his team visited the space in the summer of 2023 and quickly devised a plan. “Eli wanted a funkier version of a Haussmannian apartment, something with a twist,” Sebban says. Uchronia served up a marigold kitchen, an emerald primary bath, and a mirrored dining room inspired by Versailles, complete with a table that seats 20 and window treatments topped with ginormous custom-made silk bows.

Underlying the scene-stealing decor, though, is an attention to craft and an understanding of traditional architecture. Uchronia restored the apartment’s classic features and enhanced them with new parquet flooring, plaster moldings, and custom mirrors. The idea was to play with the classicism but give it a modern spin. For example, Sebban took a historic design trope—urns displayed on wall brackets—and turned it on its head by commissioning artist Ebony Russell to create dozens of vases in custom colors for the kitchen and the main salon. “Almost everything was site-specific,” Sebban says. “Every room was a joint effort between us and the artists and craftsmen.”

Perhaps the most surprising room of all is the library, which has a custom pink ceiling, a matching velvet modular sofa by Verner Pantan, and an undulating chandelier in pink and red Murano glass commissioned for the space by the designer Christian Pellizzari. Once again Mizrahi led the way. “He wanted a big gesture, something interesting and fun,” Sebban says. It’s definitely a statement, but the room still manages to feel cozy and conversational, with its soft palette and custom shelves filled with books and art. “It’s like a boudoir,” Sebban adds.

Somehow, within the span of a year and with a client who was deeply involved but constantly on the go, Uchronia managed to design a home that is a visual delight, to be sure, but much more than that: It’s a complete work of art. Every detail in the apartment, from the lighting to the bow-shaped flatware that appears during dinner parties, was made bespoke for the project. When asked about the challenges, Sebban bursts out laughing and says, “The timeline! And the goal of creating a cohesive project where everything ties together. But honestly, this was a dream. Best of all was the chance to work closely with my client and give him exactly what he wanted.” ■

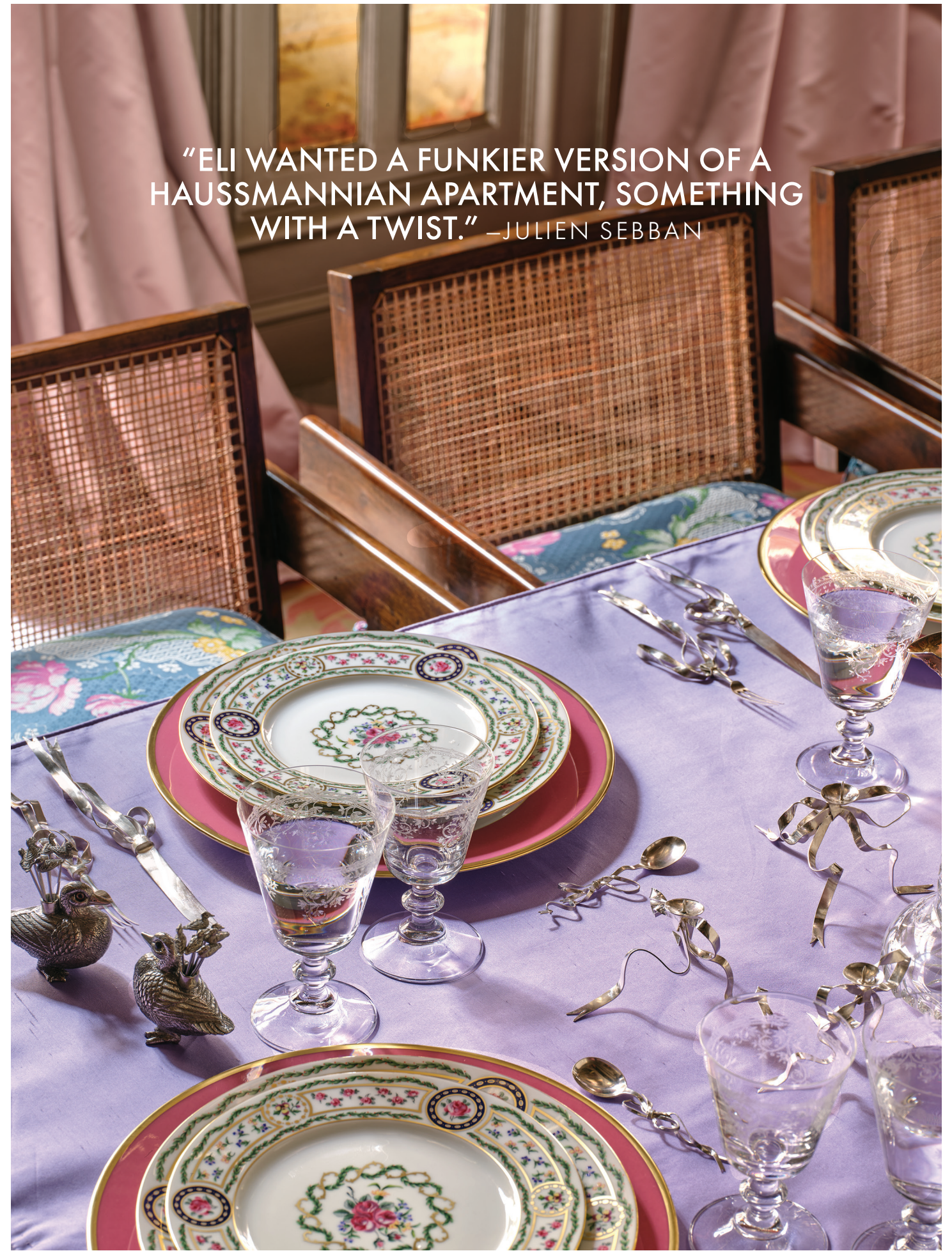


Verner Pantan's iconic Cloverleaf velvet sofa anchors the library. Tables by Univers Uchronia; rug by Nodus; custom Murano chandelier by Christian Pellizzari.



Clad in a custom purple cloth, the dining table is framed by vintage Pierre Jeanneret chairs with Univers Uchronia chairs at either end. Pendant by Morghen Studio; antique Aubusson rug; custom bow curtains in a Dedar fabric; neon wall sculptures by Jochen Holz.

OPPOSITE: The wavy flatware was custom-made for the project by Leo Costelloe. Porcelain dishes by Haviland.



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The primary bathroom's custom green lacquer walls are by Atelier Roma. Bathub and fittings by Drummonds; custom vanity in verde alpi marble; 17th-century Flemish tapestry.

Univers Uchronia flower tables are paired with an antique French sofa in the kitchen. The adjacent wine cellar has a sculpture and rug by Bence Magyarlaki; vases by Ebony Russell.



A Roberto Matta artwork hangs over a custom blue marble wall sink console in the kitchen. Tulip sconce by Elizabeth Garouste; vase by Dinosaur Designs.