

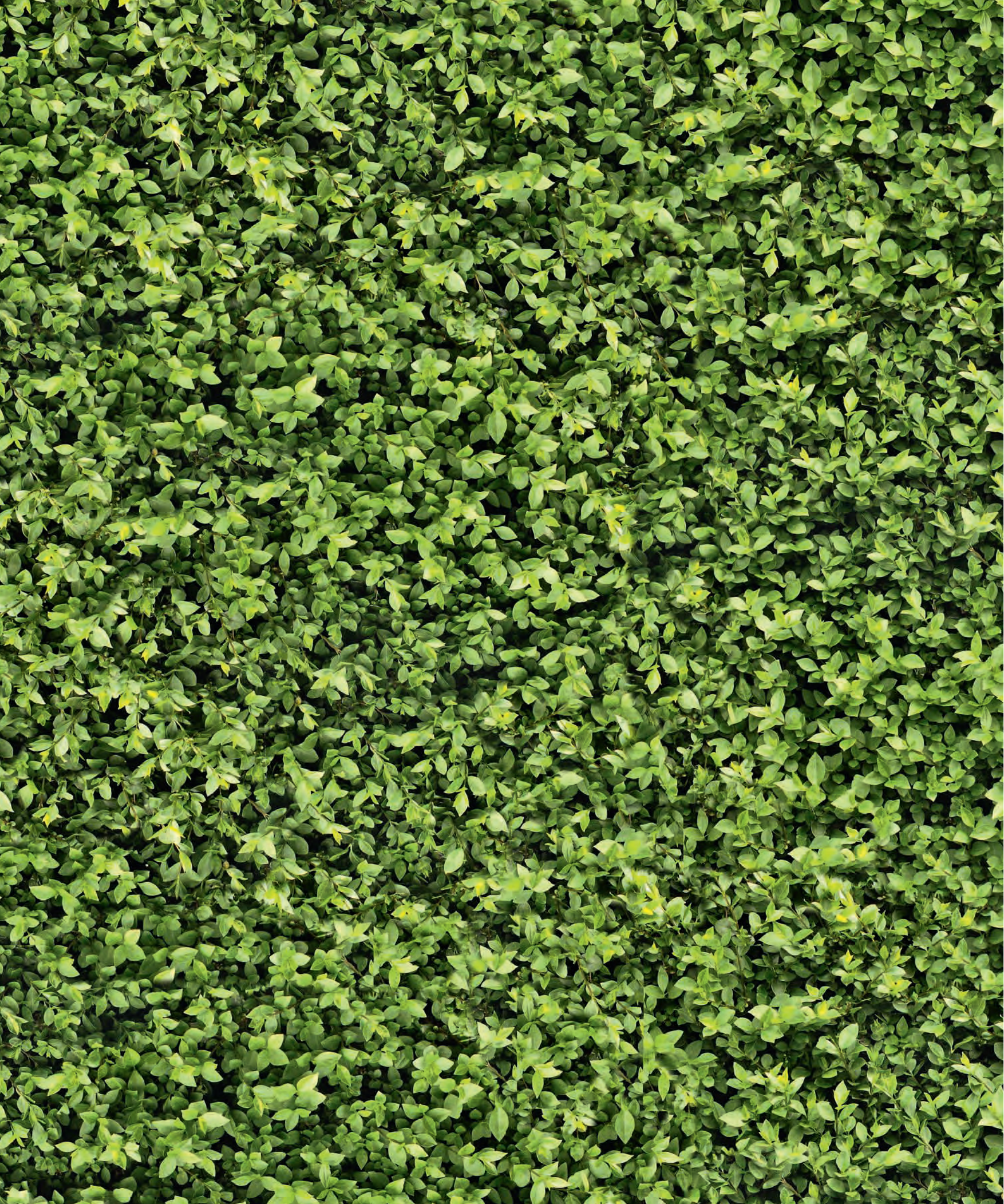
J A N U S e t C i e®



40 YEARS OF GREAT DESIGN:
A FOUNDER'S STORY







JANUS et Cie
CELEBRATING
40 YEARS
OF GREAT DESIGN



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I was
determined
and never
gave up!

The Making of JANUS et Cie

I started the company with guts, a passion for design, wanting to educate the world about what was good and I had no money. As I was always the type to never take no for an answer, I went to many banks to get a loan...doors closed everywhere. I was in my early twenties and my background was as a painter, a printmaker, always visual and fortunately an entrepreneur.

I bought and sold antiques and paintings, having a stand for \$25 a month at the Rose Bowl Flea Market in Pasadena to help put myself through school...as long as I stayed there. ArtCenter College of Design was a school of wonderful discipline, hard work and great competition. The teachers were mostly professionals in their fields who taught one or two days a week. I was exposed to people like Margaret Mead, Saul Bass, Charles and Ray Eames, brilliant talents from Disney, Detroit (automotive), Kodak and more. I was a good painter even then, but was also interested in business. It was a cross between the right and the left brain, creative yet logical. After a while, it was clear that I was going to have to declare a major and stick with one program.

That did not work for me, as I was interested in many disciplines...I was a sponge and wanted to learn about everything. I decided a diploma was not important to me...I needed to learn as much as I could and get out into the world.



I was hired to create a place for professionals to meet clients, work on their own and use a comprehensive

resource library...the first of its kind. The Designers' Club at the PDC was the place to be! The 4th floor and the

relationships with the design community began the basis for who would become the first clients of JANUS et Cie.



I left the school, which was a surprise to my teachers. ArtCenter was not a casual school to either get into, or stay at and excel. It did not matter to me. I would earn my diploma in the school of life. I took off for Europe with a one-way ticket in 1971. I supported myself by painting portraits of tourists on the streets of Europe. I did three portraits a day, earning about \$60. That was enough money to fill up my shiny new VW, eat fresh food and stay in decent small hotels. By the time I got to the South of France, I rented an apartment for three months that had once belonged to Yves Montand. I splurged in Paris and stayed at the Ritz...dare I remember to say it was then about \$50 a night! I drove by myself into Germany and then East Berlin across Checkpoint Charlie. I traveled to Morocco and saw the sun rise over Marrakesh. I knew my way around Venice immediately, as if I had lived there in a previous life. Paris then was a fairytale. I drove and explored, and I remember lying down in a pasture in Switzerland with a small loaf of bread and cheese...maybe a glass of wine. I looked up at the sky as if to ask a higher power which way to go...should it be Italy or Spain? Gigantic surrealist clouds crossed my visual path above and then a beautiful light brown cow looked down right at me...what was I doing in her pasture? It was a cherished moment of floating, deciding and dreaming. Where to go next? The journey was extraordinary and the lessons learned were the foundation that would allow me to be receptive for the rest of my life. My curiosity and instincts guided me. I paid attention to it all.

I went to museums every step of the way and looked so carefully at paintings, architecture, artifacts, gardens, cars, food, details and the world around me. The history and beauty were all so new. Being exposed to the world of new designs made its mark on me...BIG time! I saw the beginning of Italian industrial design making its way to public places. I was intrigued by the old and the new. After my year-long journey of discovery, I decided to store my

Volkswagen in London and return to Los Angeles to start what I began to envision as something of a business...it had to be about design. I studied printmaking at Otis Art Institute, and began selling my art and working as a graphic and interior designer on a freelance basis. I quickly had more work than I could handle. My knowledge of product design grew, and I wanted to understand how to best sell and bring things into a larger market not having each project depend solely on me. Marketing 101-A...self taught!

I carried on these various ways of being creative and making a good living...having fun and learning the ropes. Doing interior design work in the early seventies was another newness and I had to figure everything out...myself. While I grew up with nice furniture and my family had an interior decorator when I was a child, I did not know where to go to find things...I remember going up and down Robertson Boulevard in Los Angeles and becoming acquainted with the merchants and the merchandise. Kneedler Fauchère was the most glamorous, and Curt Pindler of Pindler+Pindler was the first person to extend credit and check textile samples out to me. Everyone worked differently. Pricing structures and codes were all over the board. What was net and what was list? What was retail and what was to the trade? What was a 5/10 code? It was confusing and somewhat elitist. I had to pretend I knew what I was doing in order to find my way. I was easily half the age of most of the clientele I saw along the street and in the shops, which were called showrooms. That always eluded me, because when I had gone shopping and exploring in London the places were called sales rooms. The word “showroom” connected to me things that were only to look at and not to buy.

On a side note, it is odd to think that all these years later the word “showroom”—at least in the U.S.—stuck. Also, the still-fragmented and often confusing

selling policies and pricing to the trade and to the public frequently keeps the final buyer intimidated...and confused. That can be a good thing when professionals are selling; however, it has created a new market of savvy consumers who have become more confident in their spending, as well as their own selections. Online shopping has also influenced this new order of shoppers. I naturally admire and adore the interior design trade...I, in part, grew up in that world and would go so far as to say that I created a lot within it. I still believe the U.S. has the best designers in the world; however, I do worry about how well the professional trade is keeping up with market trends and how it will be in the future. Time will tell.

Back to years earlier when I was buying and selling antiques and paintings...I acquired, amongst many wonderful things, an important piece of English furniture. It was an early 16th-century Charles I walnut highboy in excellent condition, including all of its original hardware and data on its provenance. While I did not have the money to buy the \$750 find, I knew—because it was being sold at auction late one night with few bidders—that it was something I could not refuse to take a risk on. I had a good eye and keen instincts; already, I had learned something of the market and associated prices for such treasures. Remember that I was making a good living buying and selling things...my own creations and selecting or “picking,” as we used to call it, pieces to resell. This informed risk would become one of the most important decisions I would make in my life. I borrowed the money from my good friend, Stan Brodsky, the following morning to pay for my commitment to the purchase the night before. For the record, I paid him back in two weeks...with interest!

The Pacific Design Center started to be built. It was bold and it was beautiful. It was going to be blue! It was designed by César Pelli. Art Seidenbaum, the

I was introduced to George Beyerian (center), who became a true mentor...he had a creative company importing seriously contemporary Italian furniture. I became his independent representative for Southern California. I learned how to position what

were, then, very “futuristic” products. I worked my tail off and built up a great business. At some point, dear George had an opportunity he could not resist; he sold his company to Steelcase and I was not able to continue with the market I had built. It left a big hole in my revenue and I had to

figure out how to supplement the cash flow. It was a tough time, but the good news is George and I never let it get in the way...we have remained close dear friends to this day.

Joan Quinn (right) was an important art collector and critic. As I built my

relationships in the design and art community, she, amongst others, influenced my knowledge of the business.



then-architectural critic for the LA Times, coined it “the Blue Whale.” It stuck. Someone else called it the box that Disneyland came in. It was amazing. I decided that if I was going to open up a real showroom of my own and sell wonderful things having to do with design, I had to have it in that spectacular place. Remember, I had never studied business...actually, I had never even taken a typing class! How I got around that I will never know. I did not know much, but somehow I knew location, location, location was super important. I had my eye on opening up in what was surely to be the best spot on the ground floor right in front of where people would walk in on Melrose Avenue. I knew the location and the building would not be ready for another year. The next minor detail, how was I going to finance this enterprise I was dreaming of? I went to bank after bank and spoke about my idea of opening a designer showroom that would sell beautiful furnishings to the trade, which was a fairly new concept at the time. That was in the days when the bankers were people who knew about business and knew who their customers were!

It did not take me long to understand that my savings of less than \$10,000 and my Volkswagen were not going to get me far with regard to borrowing enough money to start a business. I owned no real estate and did not have a “regular job.” I was a very young woman in my early twenties with virtually no “real life” experience...or so they thought! I did not even have a college degree. I finally figured out that I needed a business plan...a forward look at how much revenue I would be able to create and how I was going to get the clients. Cash flow became a formalized concept. My first and biggest prize was going to be to get that location. My landlord was the Southern Pacific Railroad...they owned the project of the Pacific Design Center and it was run by a wonderful man who liked my chutzpah (more about that later). Here was the largest landowner in the state of California—the building was being financed by the Teachers Pension Fund

One of our first clients, who became a dear, close friend, is Clara Igonda. A group of designers and I traveled to Oaxaca during *Día de los Muertos*.



As I learned more about insuring assets and finding out who wrote that kind of insurance, it made me realize that I owned assets that might have real value. I had bought and sold a lot of antiques and paintings throughout my tender young years. I made money on those things and supported myself...well, as far as I was concerned. I looked at the wonderful pieces I had kept over the years...I frequently hung on to the best of the best and sold the rest. My walls were covered with marvelous paintings and drawings. I have a Picasso sketch that I paid \$150 for, a Miro original lithograph for which I paid \$90, and my Charles I highboy for which I paid \$750!

I did research, no online searching in those days...everything took forever to figure out. I found an important insurance company called Lloyd's of London. Of course, I had seen their elegant buildings and edifices when I was in London. Somehow, I thought to call them and ask if they would consider insuring some of my art...I finally put two and two together and realized that is how they make their money. I was told they would charge for an appraisal to value the works. I scraped together the funds for the appraisal. They sent various experts to my apartment to carefully look at the details. They brought books, magnifying glasses, cameras and chatter. My instincts were right, once again! The appraisals came back some weeks later. I was stunned (in a good way!) at the results.

Lloyd's of London then sent in an insurance agent to underwrite the policy on their appraised values of my treasures...another how-to-follow-up-on-business-opportunities lesson for me! Paintings and drawings that I had paid next to nothing for at garage sales and swap meets appraised in the \$10,000–\$25,000 range. My English highboy was valued at \$35,000! Remember, I paid \$750. All added up, I had enough value in my “collection” to be worth much more than I knew or thought...art rich, cash poor.

I then took the Lloyd's of London appraisals to the three banks at which I had been moving along with my business plan. I saw the documents were powerful because of the name on the insurance policy – Lloyd's of London had clout – and suddenly I was in a position to negotiate with the three banks to find the best conditions for my first business loan. The bank I wanted all along said they would loan me the money I was looking for with certain caveats. One of the myriad conditions was that I had to secure the loan with the SBA loan guarantee for which I finally hired a broker. I had to come up with that broker fee because I just could not deal with the mountains of paperwork required by the government—even then! One condition was that the SBA could send in auditors whenever they wanted to audit my books. I did not even know how to keep books in those days, but I learned fast! For years, the auditors appeared unannounced asking to see this and that...it was always scary; however, I was fastidious about how I kept my records, and I kept everything. So after some years into what I recall was a seven-year loan, they appeared less and less, and then not at all.

They saw I paid my obligations on time and in full each and every month. I became a good risk. I always liked getting A's and winning prizes, selling the most and getting the copious badges.

My father was a show-me-the-details kind of guy, especially when it came to money. He reviewed my plan and both my darling parents ended up being fine with the fact that I asked them to guarantee only the smallest part of the loan, which was not covered by the SBA. They were proud with the fact that I had worked diligently on putting the plan together for nearly a year. They trusted me emphatically and knew I would go on to grow something solid and special. My time was going to be spent on the business. A life lesson that helped me conserve my resources and time was that I never or very rarely watched TV!



EARLY COMPANY PHOTO – Company mascot Valentina, my albino Cockatiel, lived in her exotic showroom cage. She ate seaweed daily and lived to be 29!



Some years later, the wonderful man who liked my gutsy chutzpah ultimately became my husband. Murray Feldman was beloved by Los Angeles and the greater design community. He knew everyone and most importantly, he adored and believed in me. His reputation was flawless and he taught me so much. I was a sponge. Sadly, Murray did not live long enough to see what would become of the Pacific Design Center and my extraordinarily thriving business, a truly respected brand. I owe so much to those early years and my adoring memories.

Back to the making of the company...once I had my financing, I secured my lease at the Pacific Design Center, then 1,400 square feet. To this day, it is a small part of JANUS et Cie's largest showroom. (I should have bought the place by now!) I was determined and never gave up! I could not have imagined what JANUS et Cie would become these 40 years later!

Janice
JANICE FELDMAN, FOUNDER | CEO

Design is...both a blessing
and a curse. Because to do
great work...we must be
obsessed. It is our calling.



THE DAY I SIGNED my lease
in 1978 at the PDC! The man
to my right is Murray Feldman,
who I happily married some
years later.

In The Beginning

You can see by the intensity of my eyes that I was ready to go from the beginning. My wonderful parents were crazy in love...forever. My father proposed on their first date in Modesto, California. They were married within a few months in Hollywood and I came along the first year. My baby brother, David, arrived 21 months later.

Design and style were not just a thing of the day...that dress on my precious mother Lea was all hand-embroidered. My parents were filled with life and fun. My father had grown up in Brooklyn and was a Dodger in the 1940s. My mother was beautiful, joyous and funny...a little like *I Love Lucy* at her best. I remember being fascinated by them. It was always more interesting to me to be with grown-ups rather than other children. My mother and I were very close...to the point that she sometimes sewed us matching dresses in beautiful poplins.

In the beginning, and right up 'til now, I have loved being generous and sharing special ideas. I have come to learn in life that not everyone gets to have the loving family I grew up in...it was a safe and encouraging environment. I never took anything for granted. What a blessed way to start out in life.

My adoring parents, Lea and Hank, were in love...forever! They always told me..."you can do anything!"



How blessed I have been,
born with the gift of
creativity...loving to paint,
draw and design since,
as my mother used to say...
I was a grasshopper!

Early on I was looking at details...editing the world around me. First there were binoculars, then...the camera!



When I was born in the San Francisco Bay area, I was brought home by my parents in an open race car of sorts...I don't know what the car was; however, I like to think that

my interest in the sound of a roaring and finely tuned engine came from that early imprinting...even before the voice of my wonderful mother. Growing up in a family where

each year's latest car was typically in our driveway, my passion for design and automobiles came naturally.



I always liked going fast...
my Uncle Ben owned the local
amusement park, Uncle Ben's
Kiddyland. Here I am at age
2 in my birthday party dress...

I always chose to ride Speedy,
which my Uncle always
called me.



My precious mother saved my
marvelous handmade clothes
from my childhood...a word of
advice for anyone sentimental is
that these things mean so much

later in life! Save them. I
remember the day she gave me
the boxes with all those saved
treasures...a bond to my past as
a happy child. Those “Treasured

Objects” have inspired so much
about love and details in my
life...who I am and what makes
me tick. This exquisite dress,
from my 2nd birthday and the

pony ride, was made by my Aunt
Dorothy and now hangs in my
dressing room, bringing me a
smile every time I see it!



1. When do you need it?
2. What does it look like?
3. What is your investment criteria?

The blue Princess phone shown here is the very phone I used to get leads! My phone number was POplar 20895.

I tell all new JANUS et Cie employees that these are the three most important questions to ask when selling.

When I was thirteen, I found an ad in the paper to do telephone soliciting and saw that I could earn \$3.50 per qualified lead to be turned over to a sales person for selling home siding. I set a goal for myself of three qualified leads per hour—\$10.50 vs 50¢ an hour for babysitting, which was the going rate at the time. I had to learn how to “cold call” (it did not take me long). That meant developing a lead sheet. I had to find out if the person I was calling could be a candidate to buy siding. Using my list of leads by name, street address and telephone number, I listened carefully to find out when the candidate bought the house, when it was built in order to deduce what condition the house may be in, and whether this person was a candidate. When was the last time the home was painted? What color was it and what color might they prefer? I had to try to get the male in the house on the phone, because in those days most families were not dual-income earners, and it was the man who was working. I had to find out how much money was being earned to see if he could qualify to invest in *Trex-coat* to beautify and protect his home.

I was already thinking about life cycle and selling/teaching that concept! My eye was not only on satisfying the potential customer, but earning that \$3.50 for my lead. If I did not ask the questions correctly and get the lead sheet filled out, I would get a hang-up and have to dial another number, making me less efficient. I dubbed this “dialing for dollars!” I called around dinner time (in those days people rarely ate out). The women usually hung up on me, but the men would be more receptive to listening. That was a lesson in itself, at the time.



I maintain today that these are the very same questions we teach our teams in working with prospective JANUS et Cie clients.

1. WHEN DO YOU NEED IT?

Because we have 9,000 products to choose from and 100,000 plus items in our warehouse to sell from, if someone needs product in a hurry, we can make it happen...easily. It's a big investment to support and the stock puts JANUS et Cie in a unique position to deliver quickly. Everyone seems to want things faster and faster these days.

2. WHAT DOES IT LOOK LIKE?

What materials are you interested in? What style and color. Where will it be used? This set of criteria is the biggest qualifier of all, as we have so much to choose from. Our goal, of course, is to get our clients to work with us—not others. If these questions are asked correctly and the sales associate listens carefully each and every time, we should be able to satisfy the client and earn their business.

3. WHAT IS YOUR INVESTMENT CRITERIA?

A commonly asked question is, “What is your budget?” I find this to be the worst phrasing because it immediately connotes the word “cheap.” Price is one thing; however, the concept of “cheap” infers that the product is not worth what someone pays for it. The clients’ values, how long they anticipate keeping their products, and what they hope to experience throughout the lifetime of their furnishing purchases all factor into this important equation.



My mother told me I could
do anything I wanted to...
so I did.



MY DEAR MOTHER LEA
and I celebrating a wrap at
the Coral Casino photoshoot
in Santa Barbara, CA.

Crazy for Cars

044

There is no question that my gift of being blessed with a “good eye” (two of them!) and seeing beautiful details at an early age influenced me and has followed me always...the same is true with my love of design and, of course, cars! So much so that, in time, as I became able to acquire them, a few special gems came into my life. This Talbot Lago c. 1956 was considered the jewel of the Paris auto show of that same year. We used this gorgeous example of automotive design in an advertisement for a new collection I created called Amari.



Miracles story on the following pages. It was a special gift of handkerchiefs that I designed and had made

for a recent BIG! birthday. We gave them to the press, clients and friends.

POCKET FULL OF MIRACLES

I WANT TO SHARE SOME OF MY MOST TREASURED MOMENTS AND EXPERIENCES WITH YOU... EACH ONE COMMEMORATED ON A HANDKERCHIEF... ONE FOR EACH DAY OF THE WEEK. WHY A HANDKERCHIEF? SIMPLY PUT... I LOVE THEM! I GREW UP WITH THEM. ✨ MY MATERNAL GRANDMOTHER ESTHER AND PRECIOUS MOTHER LEA ALWAYS HAD THEM AROUND. ✨ I HAVE HEAPS OF THESE LOVELIES... COLORED, PRINTED, EMBROIDERED... IN LINEN, COTTON OR SILK. THEY ARE ALL PERFECTLY IRONED IN 4 EQUAL PARTS, LOOKING LIKE AN ACCORDION. IN THE MORNING I CHOOSE ONE AND, DEPENDING ON WHAT I AM WEARING, I EITHER KEEP IT NEATLY FOLDED FOR MY BAG OR I CRUMPLE IT IF I AM WEARING A JACKET. I PUT IT IN MY BREAST OR SKIRT POCKET AND I LEAVE THE CORNERS OF IT'S DESIGN PEEKING OUT FOR A SPLASH OF COLOR! ✨ WHEN I WAS LITTLE, MY PATERNAL GRANDFATHER USED TO BLOW HIS NOSE IN HIS HANDKERCHIEFS... AFTER ALL, THEY ARE FOR THAT AS WELL. HIS WERE HUGE AND WHITE, WITH FINE EMBROIDERED INITIALS. CREASES LEFT BY THE IRON MADE A PERFECT GEOMETRIC DESIGN. I REMEMBER THEIR TEXTURE, WEIGHT AND FRAGRANCE. MY GRANDFATHER WAS A PERFUMER, REFERRED TO AS A "NOSE," A CREATOR OF PERFUME. HIS NAME WAS MAX, KNOWN AS MORRIS, AND MY GRANDMOTHER WAS MINNIE, KNOWN AS MAIMIE. ✨ MAYBE IT IS FOR ALL THESE REASONS THAT I LOVE HANDKERCHIEFS. EVERY DAY WONDERFUL THINGS HAPPEN ALL AROUND US... IT IS IMPORTANT TO LOOK FOR THOSE MOMENTS AND LET THEM INTO OUR LIVES. THE HANDKERCHIEF IS A SENTIMENTAL, FORGOTTEN ACCESSORY, MEANT TO DRY YOUR FOREHEAD, TEARS, OR HANDS AND, FOR THOSE LIKE ME WHO WEAR GLASSES, TO CLEAN THE LENSES FROM TIME TO TIME. ✨ ENJOY ONE EVERY DAY AND OFFER IT TO WHOEVER NEEDS IT, KNOWING THAT IT WILL LIKELY BE RETURNED WASHED, IRONED AND FOLDED IN FOUR EQUAL PARTS... EACH ONE A SORT OF MIRACLE! ✨ LOVE, JANICE

J. Feldman



7 SCARVES, 1 FOR EACH DAY... A POCKET FULL OF MIRACLES!

I ALWAYS LOVED "TWOS" OF THINGS...AND HAVE TAKEN MANY SUCH PHOTOS OVER THE YEARS... HENCE THE ROTHSCHILD GIRAFFE SHOT IN LEWA DOWNS, KENYA. C.1988

THE NEOCLASSICAL CHARLES CAMERON PAVILION DETAIL WAS BUILT FOR EMPRESS CATHERINE THE GREAT AT THE PALACE OF PAVLOVSK IN ST PETERSBERG. I SHOT THIS IMAGE IN 1988 WHEN I WAS PRIVILEGED TO VISIT AND ATTEND THE FIRST BALL THERE SINCE THE RUSSIAN REVOLUTION!

THE SPIRAL IS OF COURSE MY FAVORITE...IT CONNECTS ME TO MY PRECIOUS MOTHER, HANNA LEA. THESE WERE THOUGHTS SHE WROTE FROM AN AIRPLANE... SOMEWHERE IN TIME.

THE CAR IS MY SPECIAL TALBOT LAGO T14 LS, BUILT IN 1956. IT WAS INTRODUCED AT THE PARIS AUTOMOBILE SHOW THAT YEAR AS BEING ONE OF THE MOST ADVANCED CARS OF THE TIME. IT IS A LIGHTWEIGHT RACING COUPE... I ADORED SHOWING IT AT THE PEBBLE BEACH CONCOURS D'ELEGANCE IN 2010. I CALL THE CAR BY HER NICK NAME: BRIGITTE TALBOT! MY LOVE FOR CARS STARTED IN THE BEGINNING.... I WAS BROUGHT HOME FROM MY BIRTH HOSPITAL IN A FAST AND RACY CAR... I ALWAYS THOUGHT THAT WAS THE FIRST SOUND I EVER HEARD...A GREAT ENGINE!

THE DREAM HANDKERCHIEF IS ALL ABOUT LOVE....AND HOW BLESSED I AM TO HAVE FOUND IT AGAIN.

THE SKETCH BOOK HANDKERCHIEF IS FROM ONE OF MY DIARIES... THIS ONE FROM A STORIED JOURNEY IN AFRICA...WITH A TIP TO ONE OF THE THINGS I LOVE TO DO MOST... DRAW!

THE ROSE... OH YES, THE ROSE. SILK, HANDMADE AND WORN BY YOURS TRULY... THIS DIVINE FLOWER ALSO MADE THE COVER OF MY MASTERS COLLECTION!

LOVE,

J. Feldman

1973

Janice Feldman goes to Paris to paint and draw portraits of tourists. The beginning of her love affair with Europe.



1977

Janice adopts the name JANUS et Cie, named after the Roman god with two faces looking to the past and to the future.

Ancient Roman Silver JANUS head coin circa 119 B.C....one of my treasured objects.



1977

Janice signs the lease for the JANUS et Cie showroom at the Pacific Design Center in West Hollywood, CA.



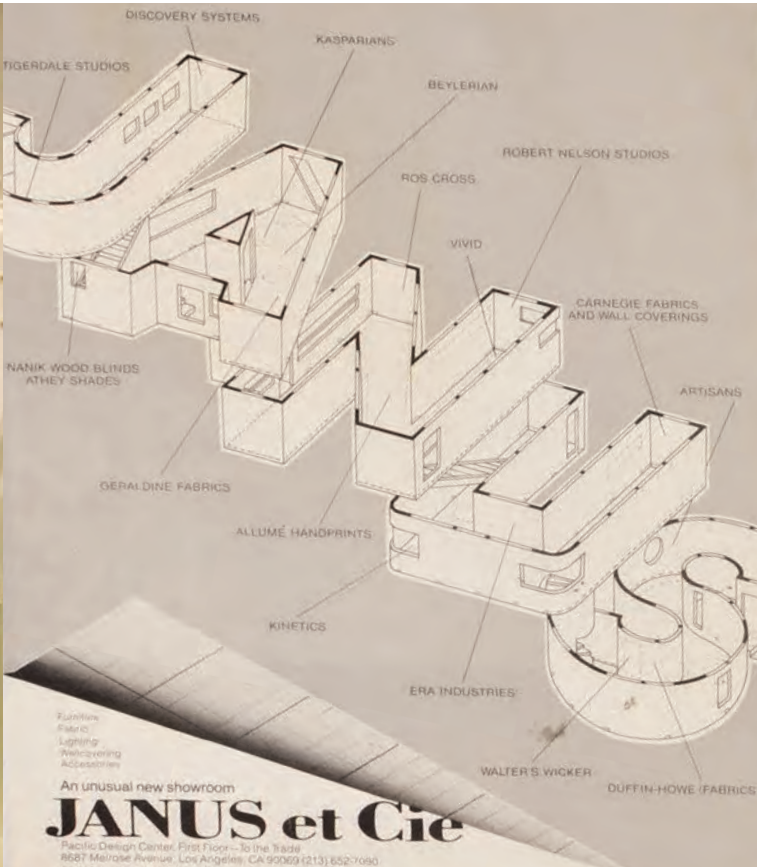
1978

JANUS et Cie opens its doors in the Pacific Design Center.



1978

JANUS et Cie's first graphic design, created by Mick Haggerty, who was also designing album covers for the Rolling Stones and other musical groups from that time.



1979

Athey Shades: the first product sold by JANUS et Cie.

1979

The iconic topiary tree becomes the logo for JANUS et Cie.

1980

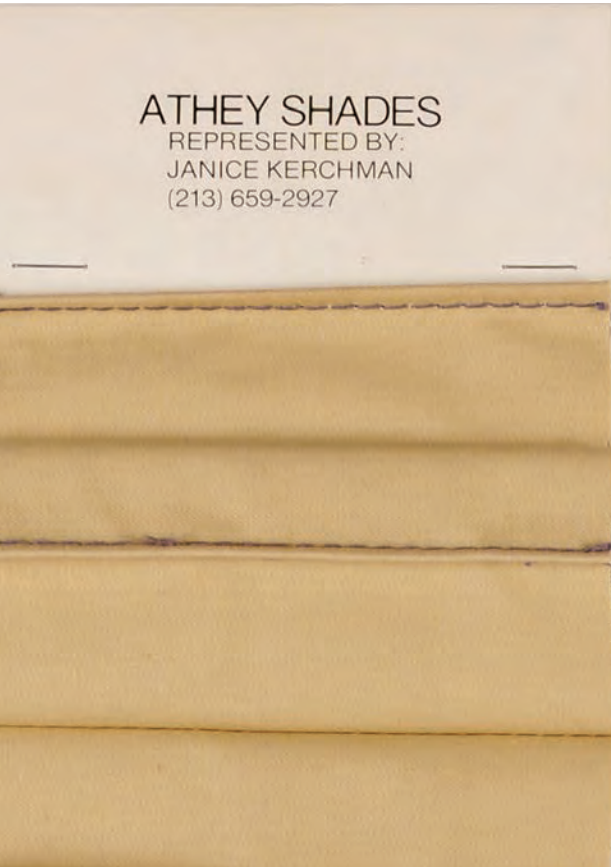
Janice and Murray Feldman entertain in their box at the Hollywood Bowl, featured in *Designers West* magazine to celebrate the kickoff of the Los Angeles Bicentennial.

1985

JANUS et Cie's very first sales tool: a branded product binder chock-full of vendor brochures.

1989

Designers West continues to feature Janice and her company.



ATHEY SHADES
REPRESENTED BY:
JANICE KERCHMAN
(213) 659-2927



Design Cuisine

The Bicentennial Begins...

The September sky is darkened. But there is candlelight at the table. And champagne, fruit, food, wine and honored companions. The cause celebre is the official Hollywood Bowl tribute to the Los Angeles Bicentennial.

The table is set with fine crystal, china and silver displayed over colorful table linens from Marignat for Yves Gonnol. Host and hostess are Murray Feldman and Janice Kerchman. Fascinating. Hu is executive director of the Pacific Design Center, Los Angeles. She is owner of JANUS et Cie, one of many showrooms located at the design center. Guests are Audrey Alberts and Sam Cardella from store planning, Robinsons, Los Angeles. The evening's presentation is from Ludwig Von Beethoven. Before the performance begins, conducted by Robert Shaw, dinner is served in the Kerchmans' box.

"This night was particularly grand," reminisces Janice Kerchman. "With the silver and my great aunt's antique china from Czechoslovakia everyone around us seemed curious and interested. Someone asked 'who are you, anyway?' We ended up sharing the wealth of our food with those around us."

Immediately following the concert's conclusion, Los Angeles Mayor Tom Bradley appeared onstage to proclaim the official opening of the Los Angeles Bicentennial. A festive fireworks display followed signaling the beginning of a yearlong celebration, from September 1980 to September 1981.

Italian cuisine served is credited to Giuseppe's of Los Angeles. Menu and simple recipes from the popular restaurant follow.



JANUS et Cie



The definitive source for site, garden, and casual furnishings.

PREMIERE SHOWROOMS

JANUS ET CIE

What's in a name? At JANUS et Cie, appellation contains the key to the firm's philosophy. "The Greek god Janus had two heads," explains Janice Feldman, the company's founder, "which enabled a visionary look into the past and future at the same time. That duality is reflected in the blend of traditional and contemporary products we represent." It can also be found in the firm's commitment to fine craftsmanship coupled with state-of-the-art quality.

Feldman, whose showroom carries some of the finest independently represented lines in the industry, enjoys a reputation for supplying well-designed, innovative products and exemplary service to design professionals. "I learn about the manufacturing procedures and ideas behind each of the companies we are associated with," says Feldman, who has been involved in the interiors industry for nearly 16 years. "I have visited all types of factories so that I can gain an understanding of exactly what we are offering to our customers."

In addition to her involvement with JANUS et Cie, Feldman is also committed to a variety of professional and cultural organizations. She is a member of the board of the Los Angeles County Museum of Art's Costume Council and is also

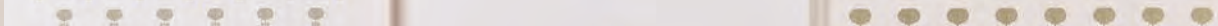
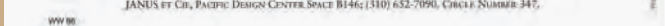


A clever advertisement for Westweek is printed in the style of a blueprint and mailed out in a tube.

Editorial begins to expand across key industry publications, positioning JANUS et Cie as a leader in design.

Westweek has long been a wonderful event in Los Angeles. Market events are imagined by great leaders and market makers.

The JANUS et Cie logo evolves as graphic designer Marion Sampler retires, and Janice begins working with Michael Vanderbyl.



2000

JANUS et Cie opens its second showroom in New York City.

2001/02

JANUS et Cie implements the professional Hiring by Design process in March 2001.

In 2002, JANUS et Cie opens its third showroom at IHFC in High Point, North Carolina.

2004

Branded foldouts are developed to easily convey an array of products.

Paul Warren is hired as Chief Operating Officer.

2005/06

The U.S. expansion begins with showroom openings in Houston, Miami and the Merchandise Mart in Chicago.

2006

JANUS et Cie is voted 2005 Best of the Best by *House & Garden*.



2007

The product line grows,
along with original
marketing materials.

2007/09

JANUS et Cie makes a conscious
effort not to participate in
the recession. Despite market
conditions, the company
dramatically expands, with
five showroom openings in
San Francisco, DCOTA, Boston,
Dallas and Washington D.C.
as well as a remodel in Miami.

2008

As the business grows
(and before the popularity
of email), JANUS et Cie
finds that postcards are a
powerful and cost-effective
outreach solution.

2008

Product design awards start
to become the norm...always
a reason to celebrate.

2008

The introduction of
proprietary textiles becomes
an important component of
the JANUS et Cie brand.



2008

Popup showroom at NeoCon is a Game Changer. People stand in line for an hour to find out who is JANUS et Cie Contract.

2009

Original marketing piece introduces JANUS et Cie to the contract market.

In 2012, JANUS et Cie opens a contract showroom during NeoCon at the Merchandise Mart in Chicago.

2009

JANUS et Cie launches the iconic Azimuth collection by Michael Vanderbyl, making the company's first designer collaboration.

2009

With global expansion in the company's sight, the first showroom outside of the United States opens in Mexico City.

2010

Janice signing copies of her first published book, *Loom: Woven Paper*.



2010/11

Taking the company forward as a leading manufacturer, JANUS et Cie introduces over 300 proprietary JANUSfiber woven products.

2012/13

JANUS et Cie begins to renovate the early showrooms, starting with Los Angeles, Houston and later (in 2017) Dallas.

2013

JANUS et Cie establishes the Masterpiece icon to designate its most highly crafted and rigorously engineered collections that achieve an unparalleled level of excellence in the industry.

2014

JANUS et Cie wins its first Red Dot Award for the Suki Armchair, designed by Janice Feldman.

2014/17

JANUS et Cie opens a flagship showroom in Singapore, marking the beginning of an aggressive global expansion that includes Sydney in 2015 and Milan in 2017.



2016

JANUS et Cie co-sponsors the 2016 Rolex Sydney-Hobart Yacht Race, increasing global brand awareness.

2016

Janice makes the exciting decision to join Haworth and the Poltrona Frau Group. Operating within the Lifestyle Design division alongside the prestigious family of renowned furniture brands Cassina, Cappellini and Poltrona Frau, JANUS et Cie now stands shoulder to shoulder with some of the most prolific modern designers in history.

2016

JANUS et Cie wins Best Booth at HD Expo in Las Vegas.

2017

The company's furnishings are now installed on more than 100 cruise ships worldwide.

2018

During this 40th Anniversary year, JANUS et Cie will have sold \$1 billion in product. That's a lot of chairs!



Wall of History

066

Our marketing office is a wonderful, creative place known as the Studio, or Atelier. Here, we manage all the global advertising, marketing, websites, event planning, catalog production, studio photo shoots and fulfillment of images to the press.

The tall lobby is filled with shadow box framed “stories” of the myriad details that helped make JANUS et Cie what it is today. Join us in looking closely at the following pages, as we share some of the journey and what influenced us along the way.

Countless awards are also proudly displayed for each visitor’s viewing pleasure and inspiration, of course. We intend to win more!

Our very first graphic design which was created by Mick Haggerty, who was also designing covers for the Rolling Stones and other music greats at the time.



The most precious of all,
my mother Lea made our
beautiful clothes to match...
I remember it like yesterday.
This was a charming, pale
blue poplin.



At 20, I designed a chain
of shoe stores called
Razzmatazz, based in
Columbus, Ohio.



Celebrating at the Pacific
Design Center after
completing negotiations for
the first JANUS et Cie lease.



First handwritten budget for
the business (before Microsoft
Excel) along with the paid-off
note to my parents.



I had to learn formal
greetings to entertain the
queen of Denmark...what
a lot of fun that was!



One of my first design
projects was creating the
Designers' Club at the
Pacific Design Center.



The first product I ever
sold at JANUS et Cie.
The music of Bill Evans,
cover photo by Sally Gall.
Everyone loved that we gave
them beautiful music.



My mentor George Beylerian's
newsletter, and a story about me.

Our first sales tool...a real product binder showing the original logo! It contained vendor brochures with our own tabs and began creating the brand.



Business cards. Who and what influenced my life.



Before we could afford conventional printing, I discovered an Indigo Digital Press. We could do 50 copies and have that professional look!



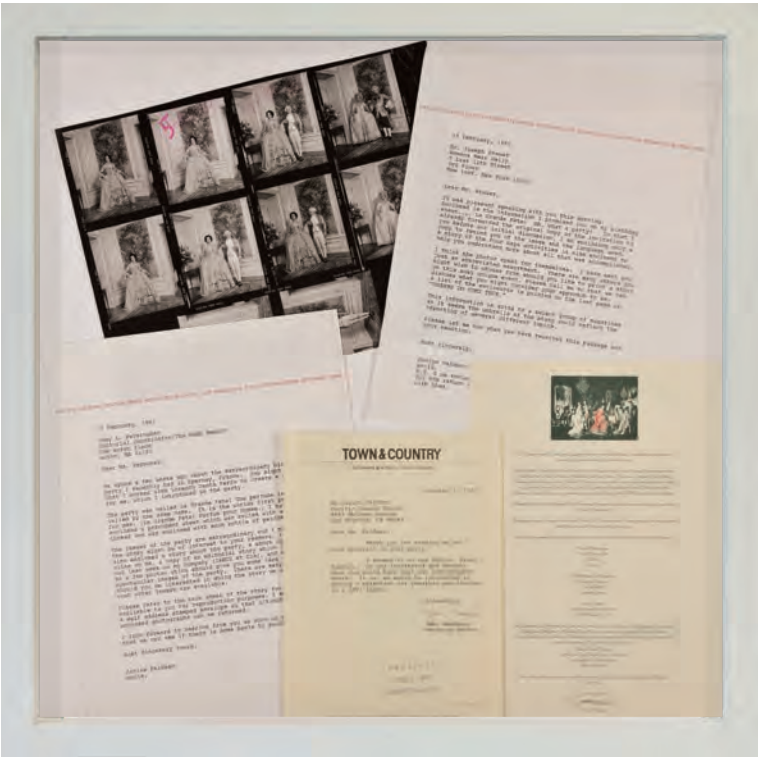
We made an agreement with the Duke and Duchess of Devonshire to have them make exclusive furniture sourced from the extraordinary Chatsworth Estate.



Ros Cross was an artist whose work we sold in the early days...she always brought a lovely spark to the day!



An early editorial on JANUS et Cie in *Designers West*!



My amazing 40th birthday party in France — it was two years in the making...

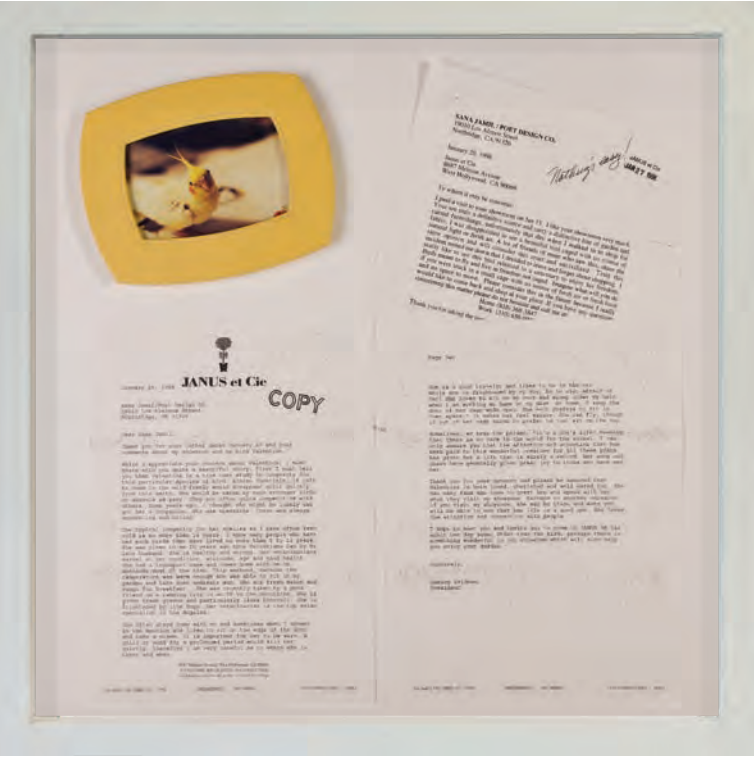


A fabulous advertisement for Westweek. A blueprint sent out in a tube!

We have always created interesting graphics for market events...in part how the brand was built—appealing to designers and architects.



My wonderful mascot Valentina lived in the showroom for many years. There she ate a steady diet of seaweed until she passed at the age of 29.



Our branded foldouts are a great way for us to easily convey an array of products. We use them at trade shows and in showrooms. I carry them everywhere!



JANUS et Cie voted 2005 Best of the Best by the late great *House & Garden*.



Evolution of our logo and changing fonts. Marion Sampler was one of our first designers. When he retired, I began to work with Michael Vanderbyl.



I was voted Woman of Action by the ICRF for raising noteworthy grant funding for cancer research in Israel.



JANUS et Cie's product line grows along with the marketing materials to support that growth.



Our beautiful 3D topiary, each one handmade for individual locations. This one is in San Francisco...my hometown!

Our initial textiles guide book, as textiles became part of the business, along with some of our “swag,” which is always useful and appreciated by our clients.



Oh, how we love awards and badges!



The original marketing pieces that introduced JANUS et Cie to the corporate contract business.



Loom: Woven Paper
Furniture by JANUS et Cie:
a discovery, a piece of my history, a collection near and dear to my heart.



As the business grew and before popularity of email, we found that postcards were a great, inexpensive way to contact the customer to inform and invite.



A sampling of marketing materials used for the product launch of Azimuth, a collection designed by Michael Vanderbyl.



As JANUS et Cie’s textile business flourished, so did the way it was marketed.



What turned out to be a great business story is that we began teaching about the weaving processes and how well we execute it.

Good Sport

Competitive sports—with interesting clothes for the respective activity—always appealed to me. Keeping an eye on one’s target is excellent training for just about everything. FOCUS is an asset. Sporting clays, archery, and fishing are some of my favorites.

This photo, taken in the Tongariro River, Taupo, New Zealand, shows me as I had just caught a gorgeous 28-inch rainbow trout. What a thrill! As soon as I took my catch from the chilly, clean water, I was mesmerized by the stunning hues and patterns. On the spot, I wanted to design a collection of textiles inspired by this fish and what I had seen in beautiful New Zealand...and so I did. Our newest bestseller is called Brook Trout, and it comes in seven gorgeous colors.



Best friends and clients
attending my 50th birthday
party at The Lodge at Koele,
Lanai, Hawaii.



Rigging up to go fly fishing on
the Maine in search of that
elusive lunker!



Keeping an eye on the target
is something I am pretty good
at – Pull!



My Many Hats

I often refer to my childhood...mostly because it was so wonderful. Some of my favorite days were going into what we called “The City”...San Francisco. I always wore a hat, gloves and in the summer, patent leather shoes. Of course! My precious mother, and grandmother before her, wore hats. I inherited the esprit that wearing a hat brings to life. I cannot begin to tell you how many smiles people have shared with me because of my hat wearing. Simply put, the wearing of a hat makes me feel more complete.

082

Hats are a particular thing, and searching out the best ones by shape and material relates very much to what I design in our handwoven products. Our JANUSfiber furniture and the inspiration for fine details, as well as weaving patterns, is akin to my love for Panama hats.

My most spectacular example was recently left in a Singapore taxi. Boo-hoo! It would have been the cover shot of this book. The shape of the one seen on this book cover is the one that has truly become my personal trademark.

When we started doing photo shoots, my hats became a prop in many of our famous images... Here, I share some of my favorites! To date, many of our 150,000 photos include one of my hats!









Honors & Awards

Ever since I was a Brownie and later, a Girl Scout, I loved to succeed. It was never about “showing off,” I just really liked to win! Winning, for me, represented pleasing my wonderful parents—especially my mother, who, as I said earlier, encouraged me with her words: “You can do anything!” The last thing I would want to do is disappoint.

090

My obsession for selling the most Girl Scout cookies or earning the most merit badges, which I stitched onto my dark green sash, became a satisfaction that gave me the applause I needed to move on to the next task. I continually compete with myself to do better and better. Take a bow, and move on. What is the next hurdle?

I have always been a bit of a sponge and when I first read the following words, I began to understand myself and what drives me...



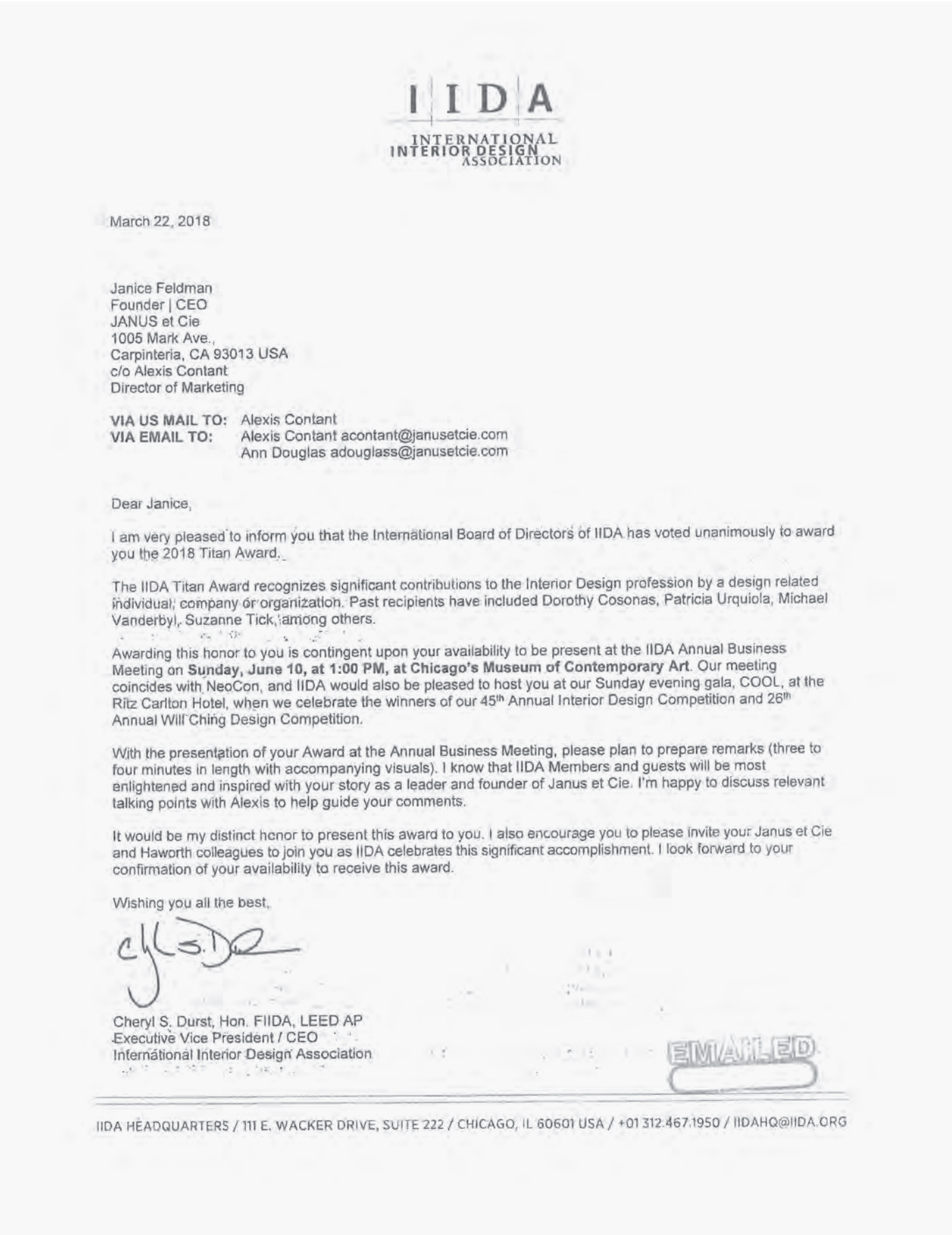
If you are not curious,
forget it.

ACHILLE CASTIGLIONI

I LOVED LEARNING ABOUT EVERYTHING... STILL DO.

My education at ArtCenter—for a relatively short time—ended when I was asked to declare a major. This was a wonderfully tough school with a lot of competition, which I adored...”best of class,” so to speak. There were so many things to study—from automotive, industrial, graphic and environmental design...and so much more. This highly disciplined school wanted their graduates to leave with finely developed skills to go into the world and make a difference and to be successful. I was all for the successful part. However, I wanted to learn about all those topics and more. That was not the curriculum of the school. I was courageous and entrepreneurial, so I decided to leave and explore my life curiosity out in the world. It was the best thing I ever did in my early years... I was 20 when I left the school.

PRESTIGIOUS TITAN
of the year award by IIDA.



The next best thing is an extremely important award and honor I have been given. Last year, the ArtCenter College of Design presented me with an honorary Doctorate of Fine Arts! That's right! I earned, through a lifetime of curiosity and follow-through, the right to be called Dr.!

At JANUS et Cie, we love to celebrate success, to honor those who have done an excellent job, and to present awards...it not only boosts individual morale and confidence, but also helps those who need a role model to have good ones. It broadcasts and celebrates winning. Excellent teamwork is critical. Individual merit is what propels people forward, and I always have had one eye on the future...that is the forward looking JANUS. I have also always liked making money, because I knew, early on, that it gave me the independence that was essential to being able to have options and explore so many things—and especially to do good in the world and to be generous.

Over the years, both JANUS et Cie and I, personally, have won many, many awards...

ACCEPTING AWARDS is something we have grown accustomed to at JANUS et Cie, but never take for granted. Here is Janice accepting 3 Hospitality Design Awards of Excellence for her Amari collection in 2012.



JANICE FELDMAN'S 2018 International Interior Design Association Titan Award | 2017 NEWH Icon of Industry | 2017 Honorary Doctorate, ArtCenter College of Design | 2016 South Florida Jewish Academy | 2014 Hip Design Leader, Manufacturer | 2010 Women in Leadership West Hollywood Women's Advisory Board & West Hollywood Chamber of Commerce | 2007 Art & Living Magazine Art to Life Award | 2005 Network of Executive Women in Hospitality, Inc. (NEWH) Award of Recognition | 1999 Israel Cancer Research Fund, Women of Action Honor | 1980 Women in Design Week, City of Los Angeles | JANICE FELDMAN DESIGNS 2018 HD Awards, Konos Chaise Lounge | 2017 Good Design Award, Duo Daybed Round | 2017 Good Design Award, Katachi High Back Lounge Chair | 2017 Best of NeoCon Innovation Award (Guest Seating Category), Katachi High Back Lounge Chair | 2017 HD Award Katachi High Back Lounge Chair | 2017 IIDA/HD Expo Product Design Award—Seating, Individual—Lounge, Katachi High Back Lounge Chair | 2016 Good Design Award, Duo Cabana | 2016 Good Design

Award, Vino 3 Seat Sofa | 2016 Interior Design HipAward–Hospitality:
Lounge Seating Vino Lounge Chair | 2015 IIDA/HD Expo Product Design
Award–Seating: Group or Series: Outdoor Seating–Duo Daybed | 2014
Interiors & Sources Reader’s Choice Award, Tadlow Armchair | 2014 Interior
Design Best of Year Award, Wing Lounge Chair | 2014 Design Excellence
Award, Vino Cocktail Table | 2014 Red Dot Award, Suki-O | 2013 Good
Design Award, Suki-O | 2013 Interior Design Best of Year Award, Whisk
Dining Table | 2013 Design Excellence Award, Suki-O | 2012 Good Design
Award, Whiskey Lounge Chair & Ottoman | 2012 IIDA/HD Expo Product
Design Award, Boxwood Modular | 2012 IIDA/HD Expo Product Design
Award, Capsule Grande | 2011 Good Design Award, Amari High Back Lounge
Chair | 2011 Good Design Award, Triad | 2011 Best Of HD Boutique, Amari
3 Seat Sofa | 2011 Design Excellence Award, Amari High Back Lounge
Chair | 2011 Best of NeoCon People’s Choice Seating & Lounge, Amari
High Back Lounge Chair | 2011 IIDA/HD Expo Product Design Award.









Janice's Sketches

I started drawing at a very early age. Apparently, I amused myself for hours at two years old drawing and painting long murals on paper that my mother used to get from the butcher. Drawing came easily to me, and to this day, it is one of my favorite things to do. My journals, over time, became filled with images of nature, native faces and eventually, furniture designs.

One of my most important classes at ArtCenter was a special Life Drawing class. We were not permitted to look at the paper or our work until we were finished. It was the best exercise to train one's eye to truly see. I suggest you try and share it with others.



C. 1988 MY FIRST AFRICAN SAFARI. It was transforming in many ways. I sketched and painted for the six weeks that I was in the Bush.

I DREW AND PAINTED what I saw. This became a common language between the native Maasai and me...They painted my face and my hair with the native pigment and sheep fat.

The 360° view from this peak is a reminder of the circle of the world of each day

The MASAI became our eternal friends and hung out around our camp. They got into the art of photography. We worked on drawing each other & painting with crayons & watercolors. Their drawings are quite graphic like their shields. We blew bubbles & after 2 days of trying they tried the jump rope.

MASAI / SWAHILI WORDS

MARAAGHITI (MASAI-BEADS)
OLETIKO OTI IJANI
LOLERN O RIBOR
(MASAI-ZEBRA IN FRONT OF KILIMANTJARO)

ODAMAROT OIKEDITO
ORLURU OHIBOR
(MASAI-GIRAFFE IN FRONT OF KILIMANTJARO)



OLITIUKO-MASAI
PONDOMOLEA
(SWAHILI)

ULURAIKERI = MASAI-CHEETAH
ULURALU INGARA-CHEETAH CUBS
WOMEN = MASAI-ENGKITOK
SWAHILI = MANAMUKI

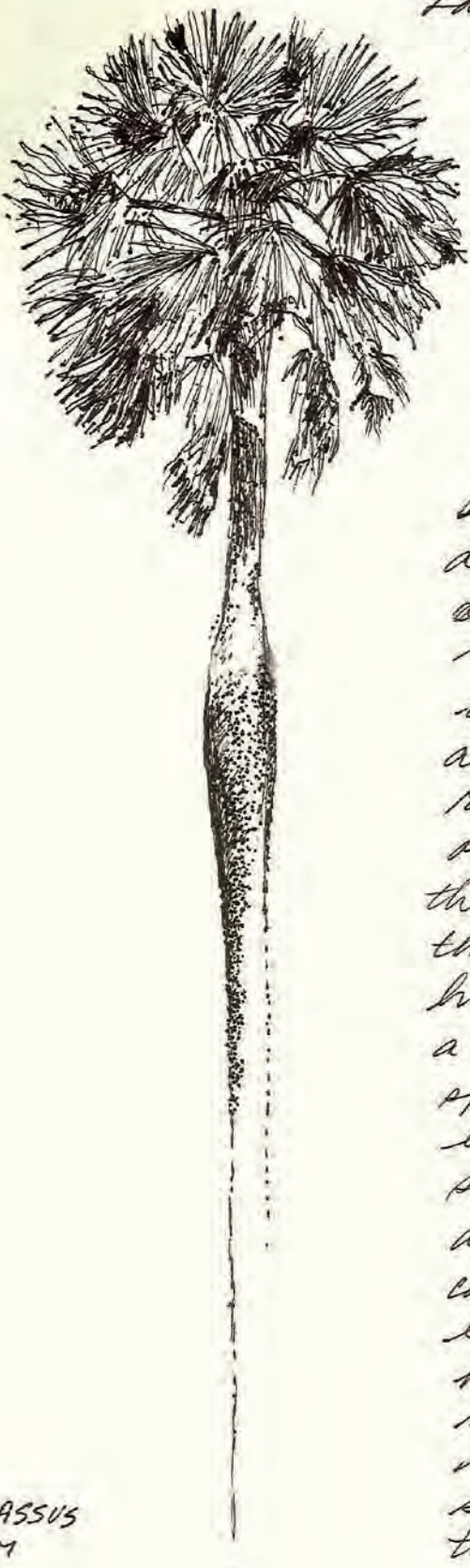


ONE OF THE NICEST IN THE BUNCH. SHY & CREATIVE.

THE ONE I NAMED "PRETTY BOY"
ARRAGANT. TALL & SENSUAL WALK



here and there would otherwise be quite
dull. He makes funny faces as we
shoot photos of sunsets and exotic
species of plants.



BORASSUS
PALM

Last night was the most
amazing experience. While
we were eating dinner
an elephant decided to
explore my tent (#3) &
had to look through
the night and the sheer
darkness to see his
profile. I was afraid
he may have eaten my
yummy panama hat.
It turned out he was most
discreet having surveyed
only the details and disturbed
nothing. Later at night
in the middle of the darkness
and after the moon had
risen from gold to orange
over the horizon and in
the middle of what I
thought was a dream, four
large elephants were within
a few feet of my face. They
spent about an hour,
left in the moonlight and
sometime later in the darkness
a single male elephant
came and began a low
level conversation. He kept
keeping his distance & crept
nearer & nearer until his
trunk reach forward to
smell the screen, not
two feet from my face.

WHILE VACATIONING in
Italy, I penned this letter to
a dear friend, Pamela Babey,
at the hotel of her design
incorporating our furniture.

Grand Hotel
VILLA FELTRINELLI



THAT COULD
NOT BE A
MORE PERFECT
PLACE TO REST
ONES SOUL...
ONES EYES...
ONES COZE.
EVERY DETAIL
IS ANTICIPATED.
LAST NIGHTS
STILL LIFE OF
FLOWERS ON OUR
BED MADE ME
CRY TEARS OF JOY.
THE SALAD MADE OF CHEF
STEFANO'S PERFECTLY SELECTED
CREATIONS FROM THE GREEN HOUSE
WAS AN EXPLOSION OF COLOR
BEFORE OUR EYES... IT EXCITED

Grand Hotel
VILLA FELTRINELLI



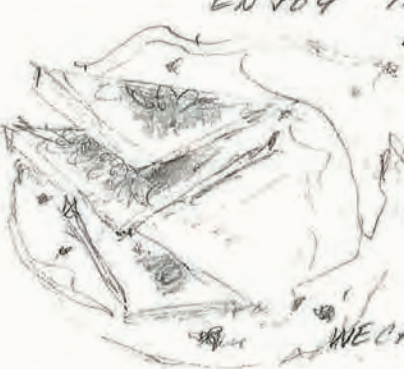
DESIRE AND NEED.
OUR BOAT TRIP
ALONG THE COLORFUL
LAKE COAST
HELPED US SEE
FAIR BEYOND
THE SPLENDID
VENETIAN
TOUCHED DOCK.
THE WHIMSICAL
FOLIES AND
CURVES ALL
TOUCHED
WITH PAMELA PERFECTION
WILL FOREVER BE OURS
AND THOSE WHO ARE

Grand Hotel
VILLA FELTRINELLI



OUR PALETTE ALMOST
AS MUCH AS THE
EXTRORDINARY VIEW
OF THE CORAL LIT
TERRACE AT DUSK.
THE PLEASURE OF
HAVING YOUR BAGS
UNPACKED... PERFECTLY...
AND OPENING YOUR
CLOSET TO PRESSED
AND PRECISELY HUNG
ELEGANCE HAS NOW
BECOME ONE
OF LIFE'S NEWEST
JOYS. THE INCOMPARABLE
STAFF EXUDES A
PLEASURE AND WARMTH WHILE
ATTENDING YOUR EVERY

Grand Hotel
VILLA FELTRINELLI

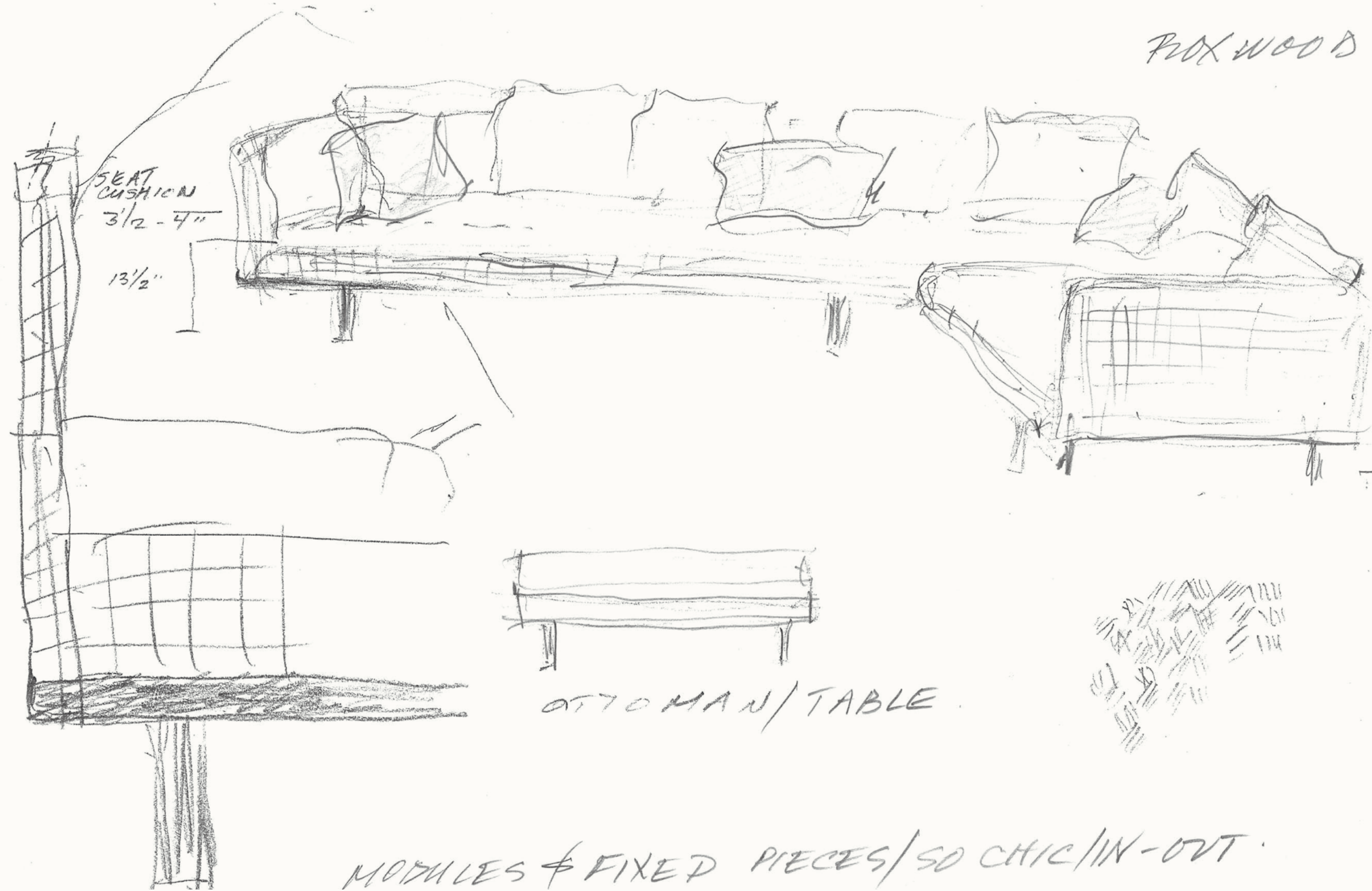


LUCKY ENOUGH TO
ENJOY THE
MAGICAL
WONDER
OF VILLA
FELTRINELLI
AND THE
VISION OF
BOB BURNS.
WE CAN ONLY
LOOK FORWARD TO THE
NEXT TIME WE COME
TO ENJOY OUR NEW HOME.
Janice & Mitchell
4
26
07

I understand that Steve Jobs of Apple fame would not hire any executive to work closely with him unless he or she could draw, freehand. It makes total sense to me because this is an act that involves the head, the eye and the heart, directly to the hand. This touch of hand to paper is what really makes the feeling of design and originality take shape. In this action, we are truly using the right side of the brain; the creative, original and emotional self. The skill is a true gift I was given with the miracle of life, and one that I get to take with me...along with my sketch books. I also love to watercolor, which is easy to do while being a globetrotter.



PROX WOODS.



SEAT
CUSHION
3 1/2 - 4"

13 1/2"

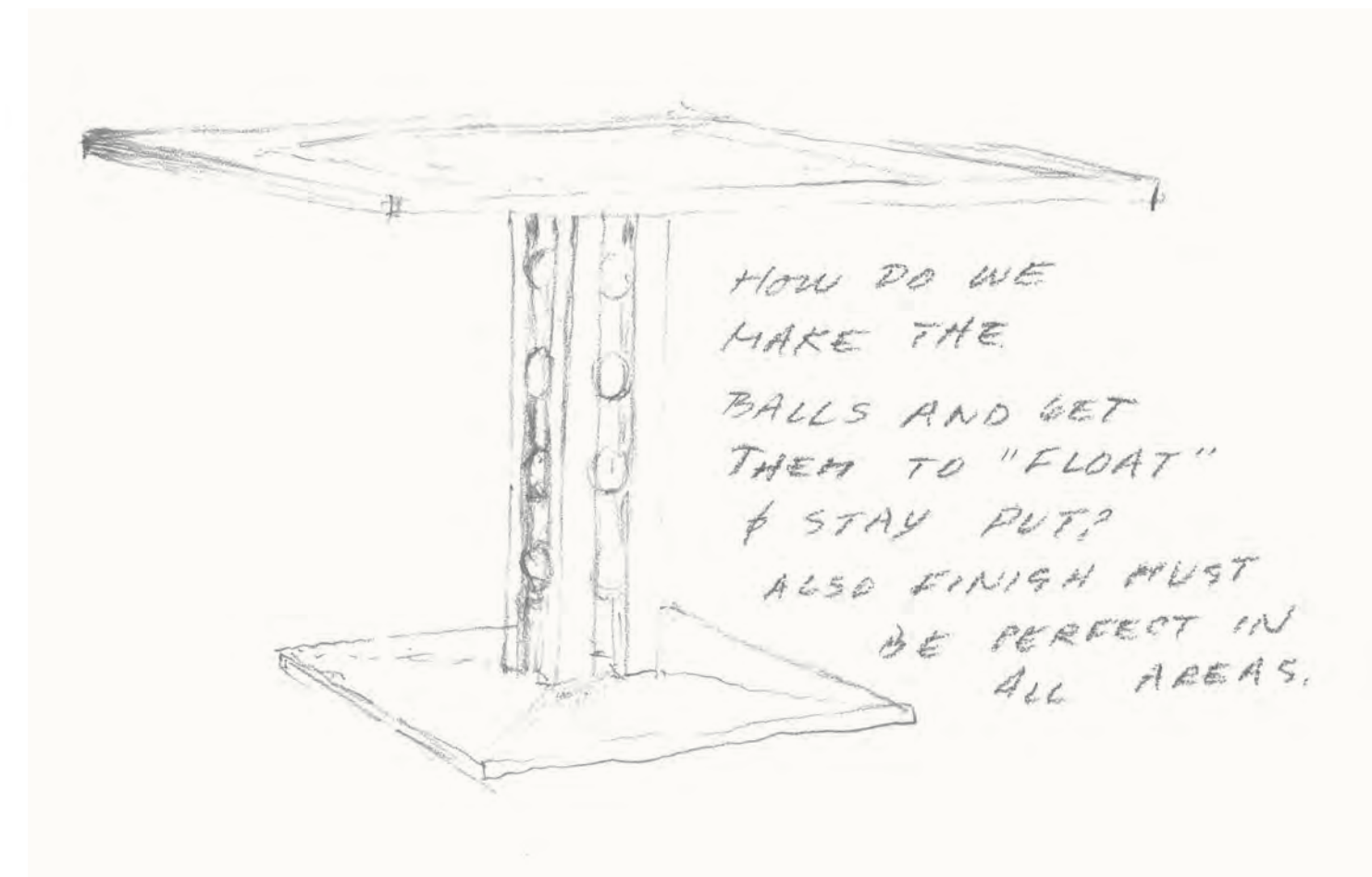
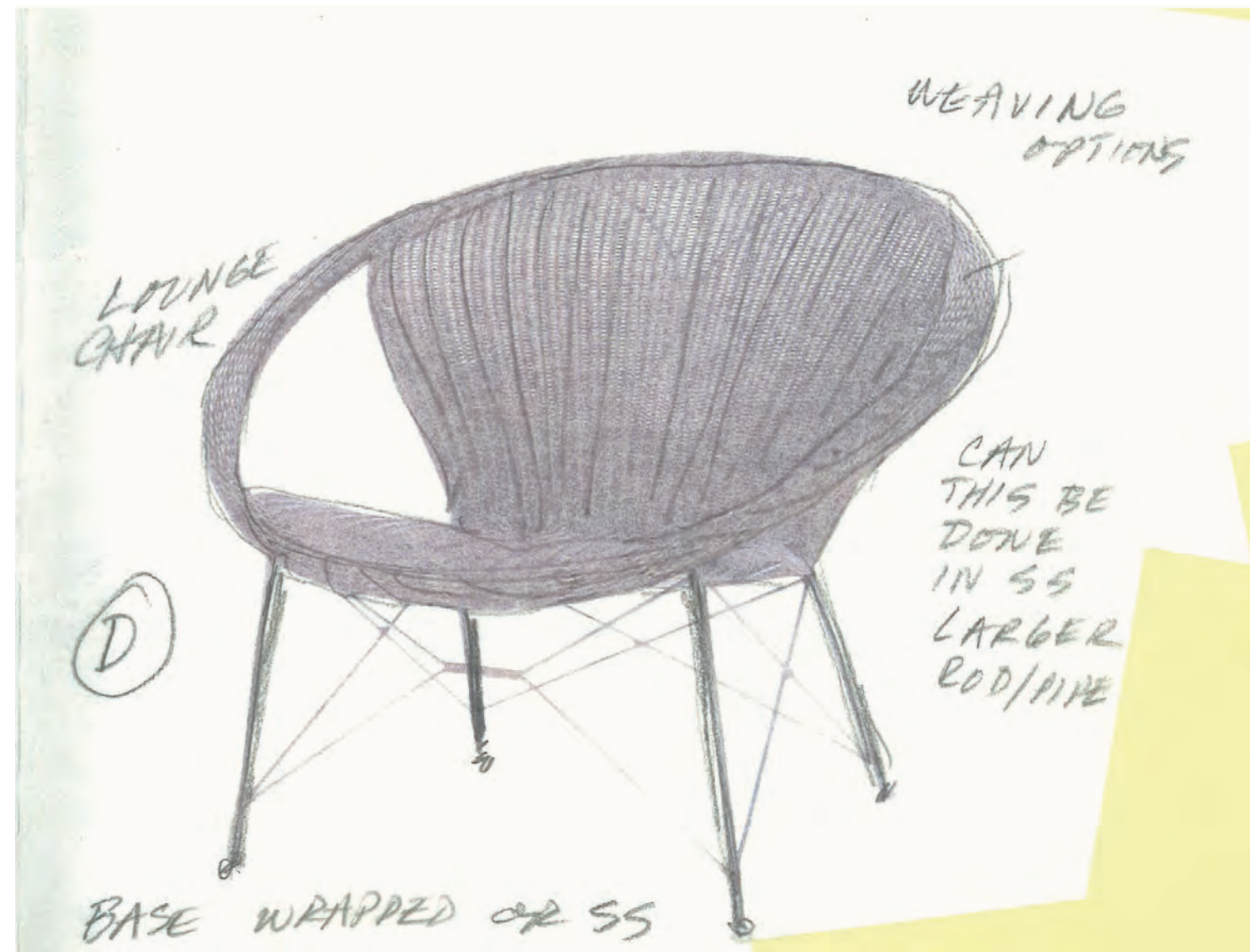
SATIN SS LEG
VS. P/CANT.

BRONZE
WISCHONEL
VELVET.
IN-OUT.

OTTOMAN/TABLE

MODULES & FIXED PIECES/SO CHIC/IN-OUT.

@JEC
M...



Treasured Objects

You may have read earlier that finding a needle in a haystack was part of my DNA...I always like the special and the unusual. Being in love with history and the decorative arts is a happy hunting ground. My global travels helped me fine tune my eye for the not-so-obvious, and my sentimental side reveals objects near and dear to my heart. We have used some of these personal artifacts in our photography, thus bringing a truly personal view to our clients and readers.

A few of my treasured objects are shown on the following pages, including my favorite hand-blown champagne glasses by Venetian Carlo Moretti. I used to have about 30 of them...today, these are what is left. So much for fragile! The silk rose is from “you-know-who,” my precious mother, and graces the cover of our Masters of Aluminum catalog. The eye chart silk scarf belonged to my Aunt Irene. She and my uncle owned the best eyeglass shop in San Francisco, so many years ago. While I have collected treasured objects forever, I am finding there are fewer things I want or need to collect. I imagine this happens to everyone in time. For now, I so appreciate the beauty in all the details around me every single day.

THE SILK ROSE which adorned my mother's Chanel coat.



ONE OF MY MANY
SCARVES, always an easy-to-
travel-with accessory.



VENETIAN GLASSES and
Champagne...two of my
favorite things.



ICED TEA SPOONS are
also straws and fun for
entertaining.



HANDMADE PAINT
BRUSHES...I look for them
in my travels.



MY MOTHER'S PEARLS...
always a classic. I was
fortunate to have learned
about these beauties many
years ago.



MY MAGNIFYING GLASS is
for observing and knowing the
details!



The Making of Things

The process can be somewhat like the length of a rope. Where does it begin and end? Each collection, designer and fabricator is a bit different, as are their processes. We try to guardrail the process; however, to get the very best possible result, we by no means want to inhibit the creative process. Our design team in Singapore is the hub of getting all of our beautiful creations together and built so that they can be sold all over the world.

Some products are designed and created in our studio. Some are designed by outside industrial designers, some by architects and some by yours truly...me. The original concept starts out in many ways...however, the real magic comes in the craftsman's interpretation of the design and engineering it into what it can and will become.

We are happy to be design leaders and innovators. Few can say this, and we are proud to be original and of exceptional quality...follow us and we will inspire!



The Original Showrooms

I frequently ask the question: “Of all the paintings you have ever seen, tell me the three that you remember the most. What touched you?” Few people can answer this. If they recall what really moved them, we go on to discuss what it is about the painting or paintings they remember.

When I first embarked on expanding the business to a new and much more ambitious level about 20 years ago, I knew we had to create environments that would be memorable. The places had to be inspiring; after all, our clients were, or would become, designers and architects. Our clients were arbiters of style. They were influencers. Their clients trusted them. There would be a halo to those we wanted to influence. The locations had to be exceptional. I wanted people to stop in from the street when they drove by, day or night. The showrooms needed to look stunning and not like anything anyone had seen before.

I wanted it to inspire those would-be or long-term repeat clients to have confidence and to do business with us. Anyone who experienced a JANUS et Cie showroom would remember us as a favorite painting.



I confronted one of my greatest fears...acrophobia, a fear of heights. I took on the Himalayas! I climbed to about 16,500 feet in Nepal. Mustang was considered the Last Forbidden Kingdom. Despite the fact that I feared facing my end at least two times during that journey, pushing myself beyond my comfort zone gave me the courage and confidence to go to that *you-can-do-anything* place that had been encouraged of me from the beginning. I needed to expand the business.

The eventual New York showroom space was not for lease. I spotted what I thought to be an excellent location. The branded concept of design needed to be apart from what people had come to expect in a furnishings showroom. My personal guru, Michael Vanderbyl, worked with me to come up with the right design and plan what would be adapted to future locations.

I had to pledge my house in Santa Barbara to secure the loan to build out the location. It was 3,000 miles away, and I had to deal with tough construction conditions on one of New York's busiest streets. With zero experience in this area, I was tasked to learn quickly. It was intense and it was tough, but we did it! We opened on my birthday, November 9, 2000, to the music of Frank Sinatra. "If you can make it there, you'll make it anywhere"...and we did. I paid off my loan on my home equity line fairly quickly.





I was fortunate to have been introduced to the Duchess of Devonshire of the famed Chatsworth estate. Deborah Cavendish was divine and famously ambitious. Unlike most others in her Royal circle, she liked commerce and making money to support the hundreds of thousands of tourists who visit Chatsworth each year.

I had studied the gardens at Chatsworth extensively and had a grand idea to reproduce the historical garden furniture of the estate. The Duchess liked my idea and gave me the exclusive right to have the royal carpenters produce bench-made, very limited, signed reproductions of the most important pieces from the estate.

This exclusive collection was launched with our first beauty book, and samples were available to be viewed for custom order at the opening of our New York showroom. We had our first press event, and the head historian of Chatsworth was present to teach about the amazing garden and the history of the collection we were presenting.

The new JANUS et Cie showroom became an enormous hit with New York designers and the press. This was really the defining moment of what happened next. We made the cover of one of the most popular national design magazines at the time, *House & Garden*. The furniture was always important; however, I wanted to present it in stunning, visible locations and make the showroom visit an experience that was memorable and decidedly transaction-able!

I was always inspired by doing the right thing. It bothered me from an early age that people would throw things away...planned obsolescence was just not right. I thought about how to reuse things and repurpose them. Whether it was buying and selling paintings, trinkets or furniture at swap meets, a form of repurposing that also made me a living. I did not like to waste things. My vision was driven by how I could turn ideas into money and do good in the process. I was always conscientious about the environment.

I was a founding member of a group called Architects, Designers and Planners for Social Responsibility (ADPSR). There were eight of us in the beginning, and the idea began to grow...our professional colleagues were interested in topics that included the development of healthy communities and ecological building practices. This was in the late 70s, with the organization being formally incorporated in 1981. By the late 80s, I was thinking about discovering products that could be made from recycled materials. For certain, it was not the norm. The term *green* in the environmental context that it has become was not yet conceived.

JANUS et Cie had begun to sell site furniture...furniture to go outdoors in public places. Non-smoking ordinances in buildings were taking hold. Computers were coming into our lives. People needed more living space. Two-income households were becoming the norm. More and more people were living outdoors. The one showroom we had at the time in Los Angeles gave me a platform to be a leader in the industry and introduce new concepts and products. Westweek was an amazing industry market event that was both intellectual and creative. We had to introduce originality.

I loved designing the windows to make a statement. We began producing products from a material I worked on that was extruded lumber made from recycled plastic dairy bottle waste. It was first called Recycle Design, then it became our famous JANUSwood.



BIG! story in the LA Times recognizing our early position in material development with the introduction of JANUSwood... the first lumber made from recycled milk containers!

Worldwide Showrooms

It gives me such pride to look back on my first showroom and reflect upon the fact that JANUS et Cie is now headquartered in Los Angeles, Singapore, Sydney and Milan! We currently operate 20 showrooms, which are designed not only for showcasing our luxurious and diversified collections, as well as for entertaining the most elite members of the A&D community and global consumers. Setting a tone of relaxed elegance, our glamorous flagships are distinguished by a seamless fusion of natural beauty and human artistry.

Each finely tuned location features a suspended six-foot gold leaf topiary, along with our signature topiary hedges, limestone floors and creamy white walls that act as an uncluttered backdrop for our impeccably styled furniture, textiles and accessories.





LA SHOWROOM
Pacific Design Center



INTERIOR | EXTERIOR
Over the years, many of our
collections have been offered
in interior versions made from
materials like Rattan.
This promotes the idea of
bringing an outdoor lifestyle
inside the home.



FLAGSHIP SHOWROOM
Milan, Italy



HOUSTON SHOW ROOM
I always wanted a barn-style
showroom. It took years to
secure this location.



CONTRACT SHOWROOM
Located in the Chicago
Merchandise Mart and
opened in 2012 specifically
for the Contract sector.

Design Collaborations

In addition to my personal designs, a desire to work with the best of the best has led me to collaborating with world-renowned designers, allowing JANUS et Cie to build a distinct and diverse offering in a broad range of styles. From the sensuous, fluid forms of the Fibonacci collection by Gabellini Sheppard Associates to the graphic lines of Michael Vanderbyl's Azimuth pieces, our collective goal is always to find the harmonious balance between beauty, performance and a lifetime of comfort.

It has been rewarding for me to work with so many respected design icons whose work I have admired for years!

MICHAEL VANDERBYL



ORLANDO DIAZ-AZCUY



MICHAEL GABELLINI &
KIMBERLY SHEPPARD



PAOLA NAVONE



JORGE PENSI



MARK RIOS



PIERO LISSONI



Product is Our Heart

I have always played an integral role in development of JANUS et Cie's many award-winning collections. Naturally, my lifelong passion for drawing and painting has been an enormous asset to the conceptual process. The genesis of each design is an initial sketch conveying shape, style, materials and textures. I then work closely with our highly skilled product designers and engineers to bring design ideas to life through expert craftsmanship and state-of-the-art manufacturing using the highest quality materials. All honors and accolades aside, our product is truly the heart and soul of JANUS et Cie.

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GINA
Designer, Piero Lissoni



FIBONACCI
Designer, Gabellini Sheppard



CINA
Designer, Piero Lissoni



TOLEDO AIRE
Designer, Jorge Pensi



DOLCE VITA & STRADA
Designer, Paola Navone



QUADRATE CHAIR
Designer: Orlando Diaz-Azcuy
CAPILLA TABLE
Designer: Janice Feldman



GUAVA CHAIR
Designer, Orlando Diaz-Azcuy
SLANT TABLE
Designer, Janice Feldman



QUADRATL
Designer, Orlando Diaz-Azcuy

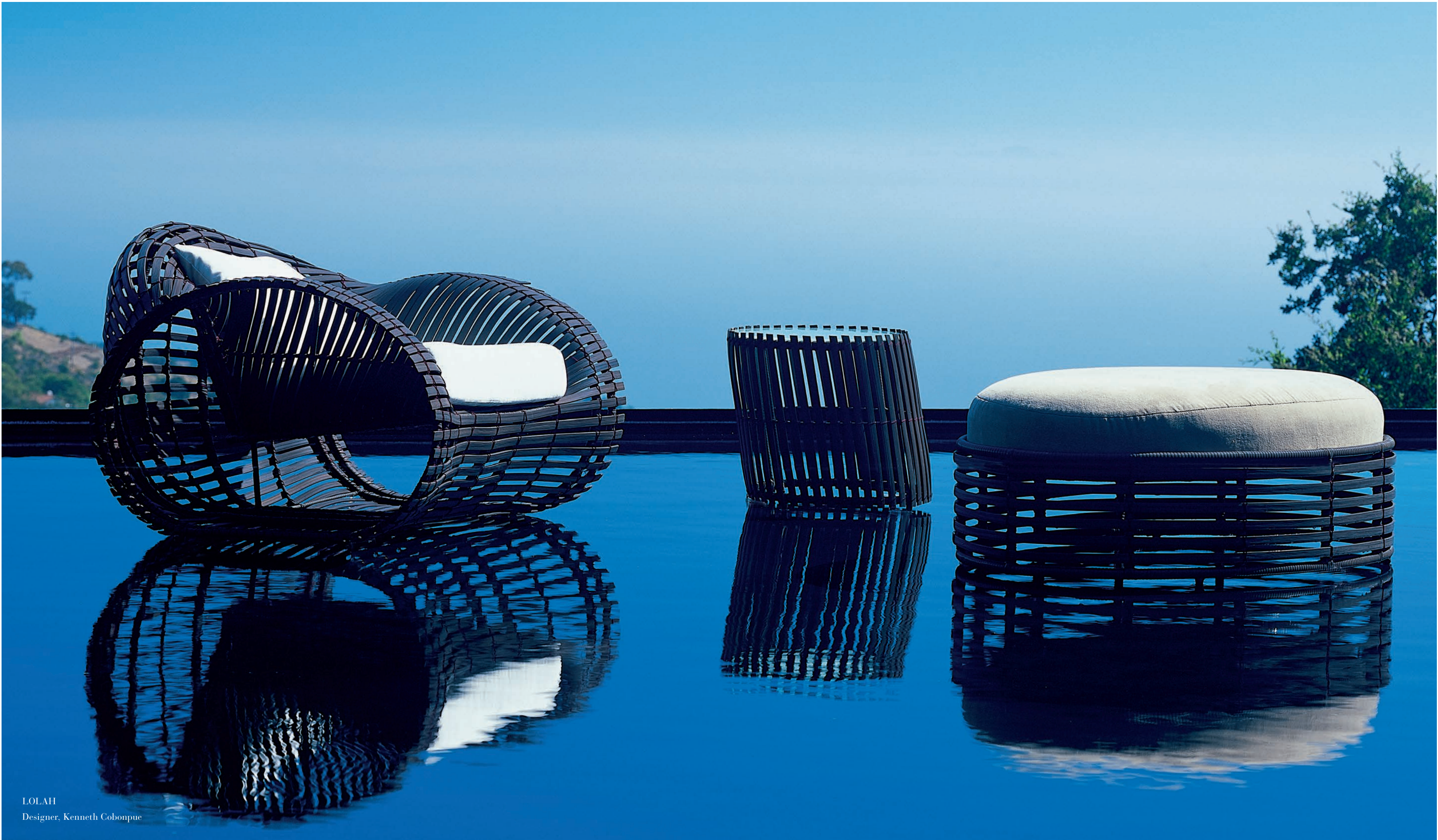




AZIMUTH
Designer, Michael Vanderbyl



RIO
Designer, Rios Clementi Hale Studios



LOLAH
Designer, Kenneth Cobonpue



SAVANNAH
Designer, Orlando Diaz-Azuay



TRIAD
Designer, Janice Feldman



TRIC
Designer, Janice Feldman

Events: We know how to party!

All of our flagships embody that early instinct. The drive within me said that I must create something very special in every JANUS et Cie space—an exceptional showroom for entertaining the best in the industry. It doesn't stop there! As a child, my many treasured memories of attending the theatre or opera made an invaluable impression on me—from those experiences, I understood the importance of being part of a very special event. We often entertained at home, always with great food presented beautifully...a gathering or celebration that not just anyone has had the opportunity to attend.

At JANUS et Cie, we spare no expense in perfecting every detail of each hosted event, from providing a top-of-the-line dining experience to crafting branded, personalized gifts for each and every attendee. To this day, from Sydney to Milan, we go above and beyond to mesmerize and delight our guests.



THERE ARE SMILES
throughout the room
when we put on an event.



A JANUS et Cie EVENT
always draws a crowd.



Singapore Showroom
Grand Opening Party, 2014



Sydney Showroom
Grand Opening Celebration, 2015



Milan Showroom
Grand Opening Party, 2017





STYLE OF CIRQUE DU
SOLEIL Mega launch of new
product. Played two shows to
standing room only crowds.

Our Family

I would like to take a deep bow of thanks to every person at JANUS et Cie who has helped me to get here...who has either become or will become the legacy of the company as we grow forward. I never could have done this alone, no matter what the vision was, and is.

Thank you to my partners at Haworth and its subsidiaries in Lifestyle Design for seeing the talent and value in what I have spent a lifetime building in JANUS et Cie. It never could have been done without the commitment and interest of so many people who have dedicated themselves over the years. I will personally remember all those who have left our lives and who would be proud to see all that we have become.

Thank you also to Mitchell, my other half, for being patient with my traveling and my late nights forever working, and for his undeniable support and long applause.

And then there is my precious Jami Moon, my faithful English Setter who appears in some photos of the last years, for always wagging her tail in her own way of saying, “Dear Janice.”



IT TAKES THOUSANDS of details, skill sets and extraordinary talent to have built and continue to grow JANUS et Cie. None of this could have happened without our magnificent executive team and individuals from every department...Accounting and Finance, Architecture and Design, Client Services, Contract Sales, Cushions, E-Commerce, Facilities Maintenance, Hospitality Sales, Human Resources, I.T., Marine Sales, Marketing and Graphics, Product Development, Product Management, Residential Sales, Retail Sales, Transportation, Unique Projects, Visual Merchandising, and Warehouse...as well as the many Artisans, Creators, Factories, Producers, Suppliers, Weavers, and as always our Valued Clients...



JANUS et Cie's Executive Team
Company Awards Dinner, 2018

COMPANY MEETING - LAS VEGAS, NV
Awards Ceremony, 2015



COMPANY MEETING - CABO SAN LUCAS, MEXICO
Team Building, always a hit, 2016



COMPANY MEETING - SCOTTSDALE, AZ
Western themed, et Cies learning to line dance, 2017



COMPANY MEETING 2013
Group Photo, Beverly Hills, CA

The Creative Process

In order to truly create, we must learn to see the world without limits...to see through the mind's eye and “allow your heart to be your compass,” a phrase I once had printed on a beautiful napkin that was given out to clients and press. Our thousands of elegantly staged images are a result of nurturing the creative process while putting extraordinary attention on each detail...from adjusting the angle of one flower petal to waiting for a bird in flight to be captured in just the right part of the sky!

My long friendship with photographer, James Chen, has resulted in so many beautiful ads that have graced the pages of the most renowned publications in the industry, not to mention our glamorous beauty books!



Visual Communications

200

Embodied across all visuals, the perfect balance of modern elegance and traditional grace define the JANUS et Cie brand, from our growing digital presence to our extraordinary library of printed materials. I have always taken pride in our uniquely sophisticated hardbound books, product catalogs, print ads and a variety of other thoughtfully produced collateral materials...each designed using evocative photographs on quality paper, then embellished with detailed bindery.

Visual poetry and other stylistic typography offer pages to pause and reflect upon as one browses product photographed in beautiful settings and styled in a manner that is simple, yet highly evocative of an aspirational lifestyle.

All of our materials immediately convey an impression of luxury, quality and the elevated brand aesthetic that defines JANUS et Cie as a design leader in all the sectors we embrace.



JANUS et Cie

MODERN

CELEBRATING 40 YEARS OF GREAT DESIGN

THE DEFINITIVE SOURCE FOR SITE, GARDEN & CASUAL FURNISHINGS

JANUSETCIE.COM

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JANUS et Cie®

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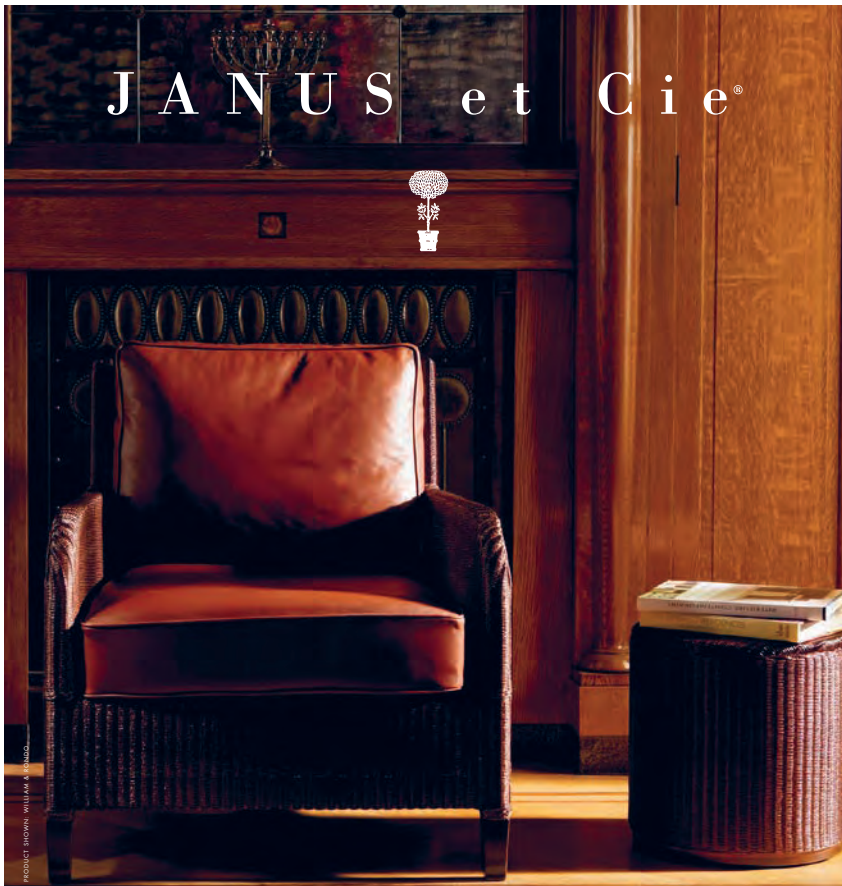
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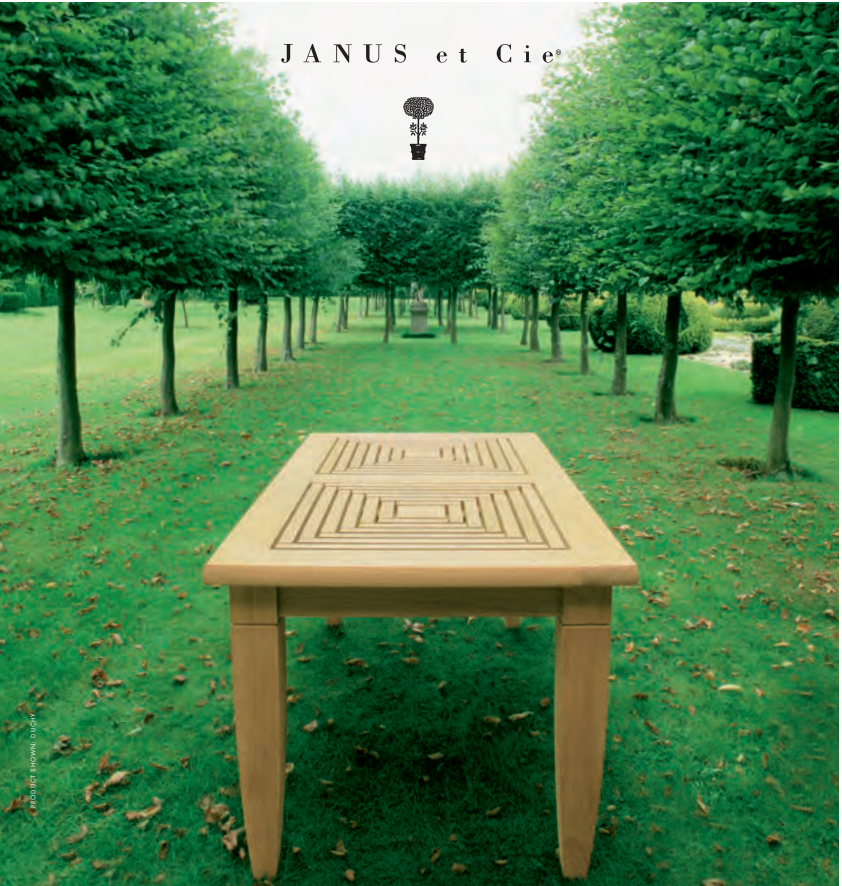
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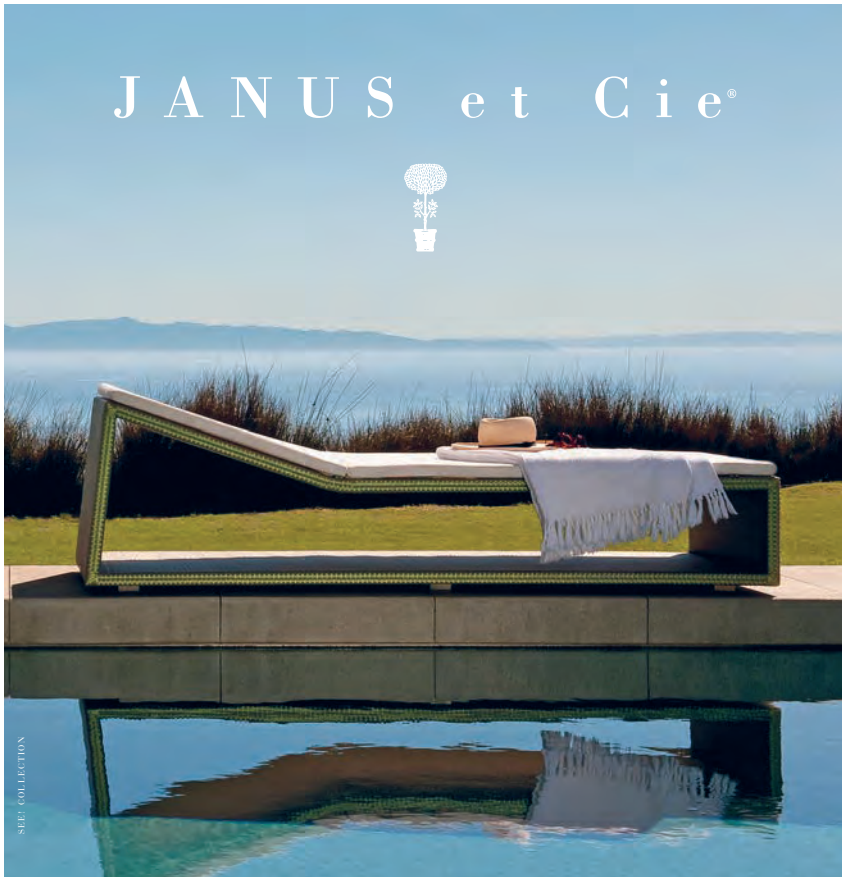
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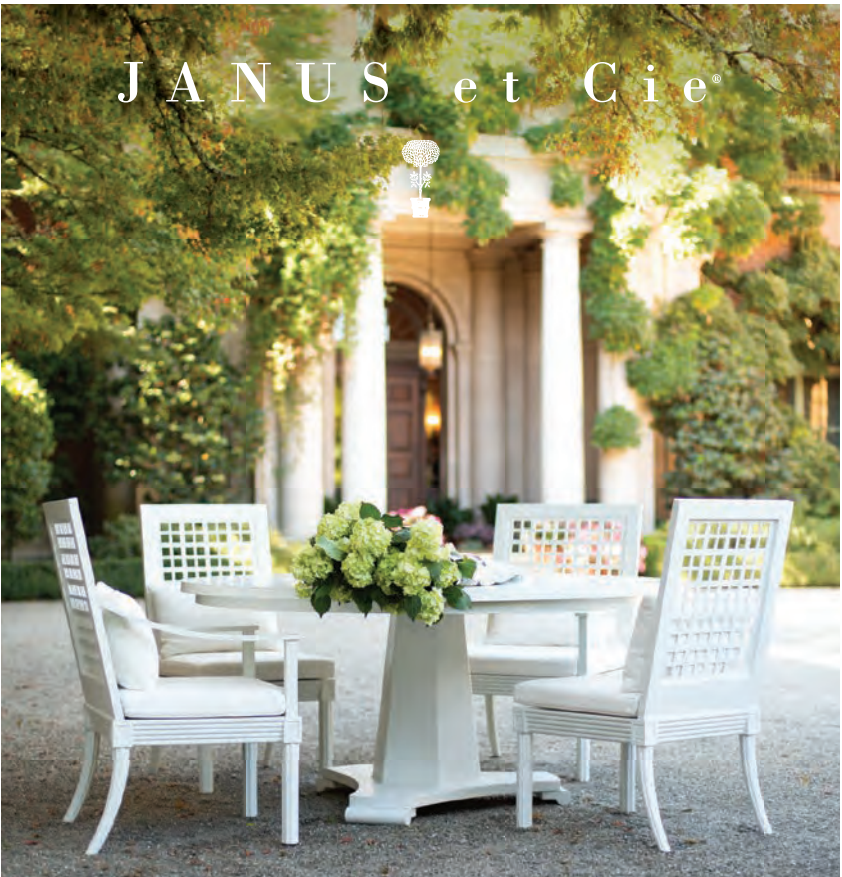
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The Masters Aluminum Series

A design collaboration by Orlando Diaz-Azcuy and Janice Feldman

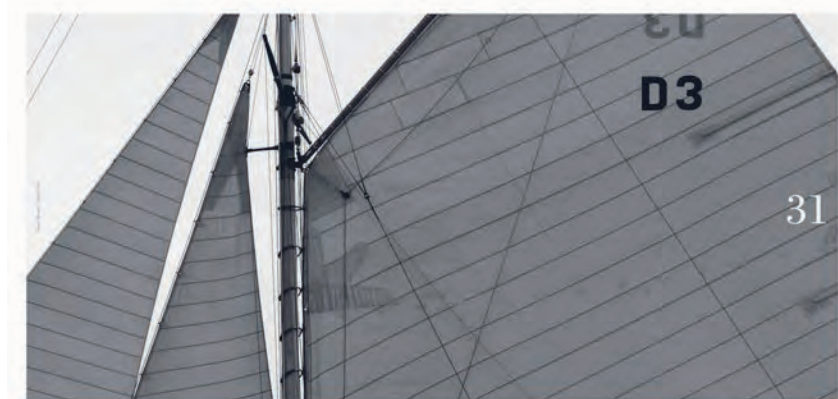
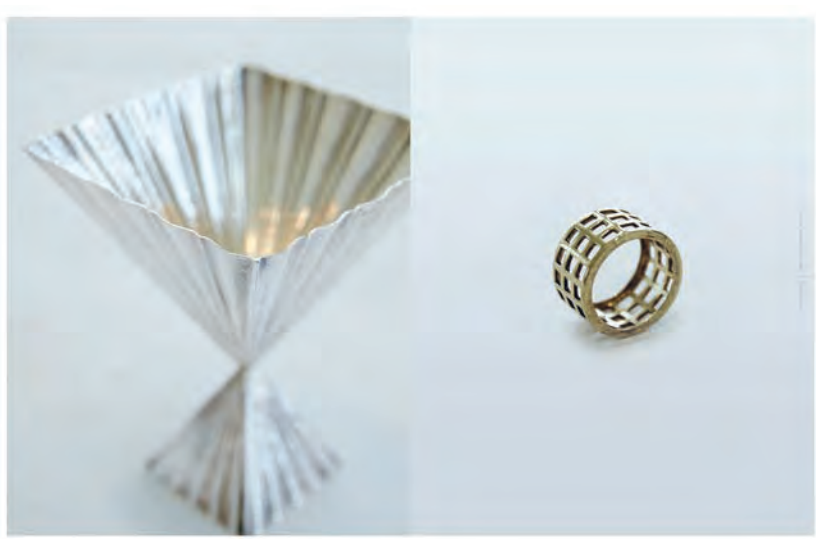
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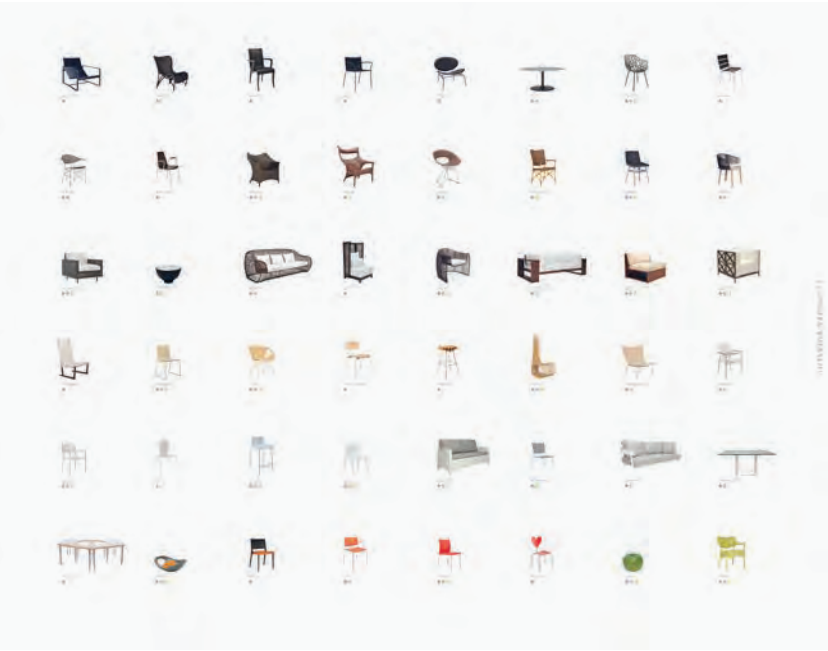


JANUS et Cie IS COMMITTED to offering our clients outstanding quality and service, which is why our 175,000 square foot facility in Los Angeles houses more than 61,000 items, ready at all times to outfit a large-scale project. Products are stocked in a variety of options and finishes to ensure that a comprehensive selection is available for hospitality, contract and residential installations. QuickShip items of varied price ranges are shipped in one to five weeks from order, keeping projects with tight deadlines on schedule and within budget.

Textiles:
Beauty &
Function



VIBRANT AND VARIED, our comprehensive selection of microbe resistant fabrics elaborates on an array of patterns, textures, and colors. JANUS Textiles offer unparalleled durability for both interior and exterior applications. Our selection encompasses more than 200 in-stock upholstery and decorative fabrics, including 33 standard cushion options. Each of the fabrics in the JANUS Textiles collection is also sold by the yard and, like all of our products, can be shipped worldwide.



14 Showrooms.
11 Countries.
01 Team.



AN INDUSTRY LEADER for 35 years, JANUS et Cie serves hospitality, contract, and residential clients with a dedicated focus on innovation, craftsmanship, and service. Since the company's inception, President and CEO Janice Feldman has collaborated with celebrated industry leaders and pioneered the use of environmentally conscious materials. Feldman, a world-renowned designer in her own right, creates products of exceptional design integrity and timeless appeal. She is also a founding member of NEHB. JANUS et Cie is based in North America, with 14 showrooms and seven field offices across the United States and Mexico. An extraordinary global presence now includes offices across North and South America, Europe and Asia.

JANUS et Cie is a woman-owned business enterprise certified by WHENC, and is proud to be a GSA Contract Holder approved for supplying furnishings for government agencies under Contracts GS-27F-0032W and GS-27F-0033W.

www.shopjanusetcie.com www.janusetcie.com



WWW.SHOPJANUSETCIE.COM We appreciate that finding the proper accessory is key to complementing a personalized customer experience which is why Shop JANUS et Cie offers direct shipping of a curated collection that includes limited production pieces, as well as proven best sellers. Items span from handcrafted vases to chic lanterns, classic planters to exquisite lacquer ware. A number of shipping options, including next-day, ensure that your selections arrive in a timely manner. Register online as a design professional to receive your trade pricing.

WWW.JANUSETCIE.COM Designed for easy review, comparison and selection of the perfect furnishings for any project, janusetcie.com is your online resource for exploring more than 5,000 items. Organized by sector, our product pages display multiple views and include technical information, materials and finish options. Browse and sort over 200 textiles by color, grade, weave and pattern. Click QuickShip for items that are in stock and available for delivery from our Los Angeles based production facility. Also find digital versions of our latest catalogs, care and maintenance guidelines, and contact information for all showrooms and sales offices worldwide.



Our first edition of Topiary, JANUS et Cie’s quarterly newsletter, which features new product, installations, events, and concludes with a human interest story.



TOPIARY™



WELCOME TO TOPIARY. OUR BRAND NEW NEWSLETTER IS MEANT TO BRING YOU BOTH INFORMATION AND INSPIRATION. THERE IS SO MUCH GOING ON AT JANUS *et Cie* THAT WE WOULD LIKE TO SHARE AND WE HOPE THAT THE THINGS THAT SPEAK TO US - LIKE A BEAUTIFUL ROOM OR AN ELEGANT VINTAGE CAR - INSPIRE YOU TOO. WE WOULD ALSO LIKE TO INVITE YOU TO WRITE US ABOUT USING OUR PRODUCTS IN THE HOME. SEND US A PHOTO AND TELL US HOW YOU FEEL ABOUT WHAT WE DO. WE TAKE YOUR THOUGHTS TO HEART BECAUSE THEY'RE ESSENTIAL TO HOW WE WILL CONTINUE TO SHAPE JANUS *et Cie*. PLEASE CONTACT press@janusetcie.com.

www.janusetcie.com



10.27.10

SPOTLIGHT:

NEW COLLECTIONS AND PRODUCTS



THE RELAXED ELEGANCE OF “URBANO”

MORE AND MORE HOMES AND PUBLIC SPACES ARE BLURRING THE LINE BETWEEN INDOORS AND OUT— AND WHAT'S MORE APPEALING THAN A TRANQUIL OUTDOOR ROOM? OFFERING DISTINCTIVE INDOOR/OUTDOOR DINING AND LOUNGE ELEMENTS, OUR NEW URBANO COLLECTION MAKES ELEGANT USE OF GENERATION-NEXT MATERIALS PRECISELY ENGINEERED WITH MINIMALIST CONTOURS AND FINELY FINISHED BY HAND TO CREATE FURNITURE AS REFINED AS IT IS EFFORTLESSLY COMFORTABLE. THE URBANO COLLECTION INCLUDES AN ABUNDANCE OF BEAUTIFULLY CRAFTED PIECES, INCLUDING OUR EXTRORDINARILY HANDSOME SERENNA LOUNGE CHAIR, THE GRACEFUL SOMBRA CHAISE LOUNGE, AND SHOWN HERE, THE SUMPTUOUS SAND SOFA WITH IT'S GENEROUS PROPORTIONS AND LUXURIOUS CUSHIONS.



CARS

THAT JANICE LOVES

THE GLAMOROUS 1956 TALBOT-LAGO T14 LS



STYLISH, EXCLUSIVE AND FAST. WHILE A TOTAL OF 20 TALBOT-LAGO CARS WERE BUILT, ONLY 3 WERE LIGHTWEIGHT RACING COUPES. AT THE PARIS AUTO SALON IN 1955, TALBOT-LAGO INTRODUCED THE COACH BUILT T14 LS, AN ALTOGETHER SUPERIOR SPORTS CAR WITH SEDUCTIVE LINES AND WHAT WAS THEN A POWERFUL 120 HP ENGINE. WE THINK IT'S THE PERFECT CAR FOR DRIVING FROM NICE TO MONTE CARLO - OR MONTECITO TO PEBBLE BEACH.



JANICE CREATES A RICH MIX FOR HOUSE BEAUTIFUL



IF YOU HAVEN'T YET SEEN IT, PICK UP THE OCTOBER ISSUE OF *HOUSE BEAUTIFUL*. OF THE MANY DESIGN TIPS INSIDE, YOU'LL FIND A CHIC TABLESCAPE CREATED BY JANICE FELDMAN, “WITH A CALIFORNIA STYLE WE ALL WISH WE HAD.” QUITE A COMPLIMENT! JANICE HERSELF REPLIES, “I ALWAYS DO A STIMULATING TABLE, WITH LOADS OF DETAIL TO EXCITE THE EYE. AFTER ALL, WE EAT WITH OUR EYES FIRST.”



PANINI CREATES A BUZZ AT HD...



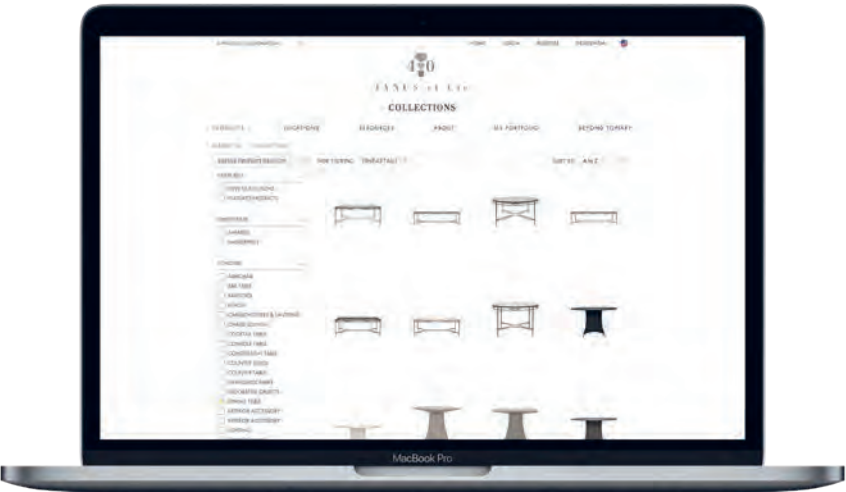
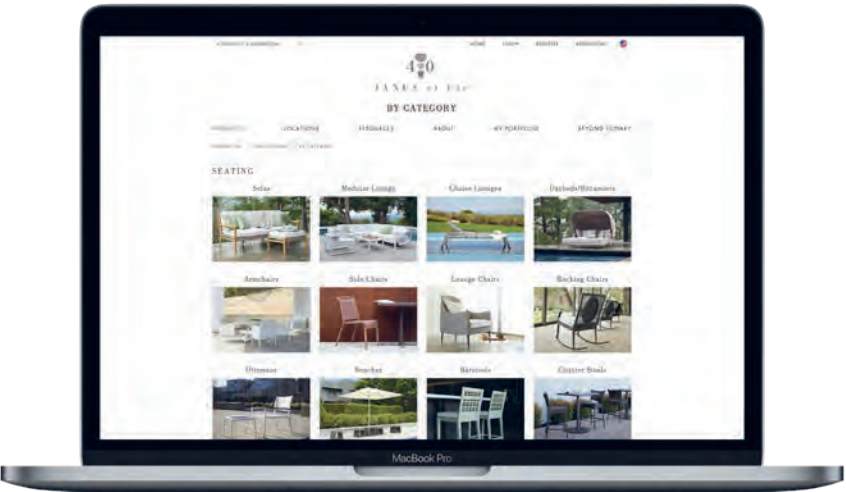
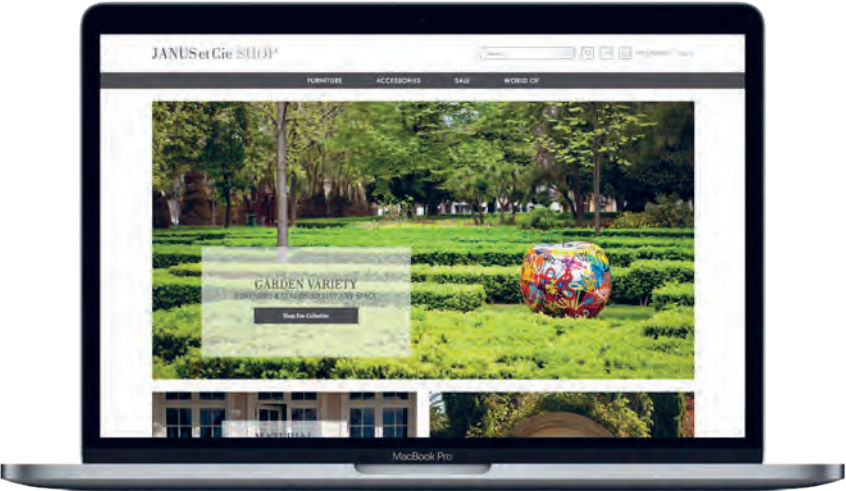
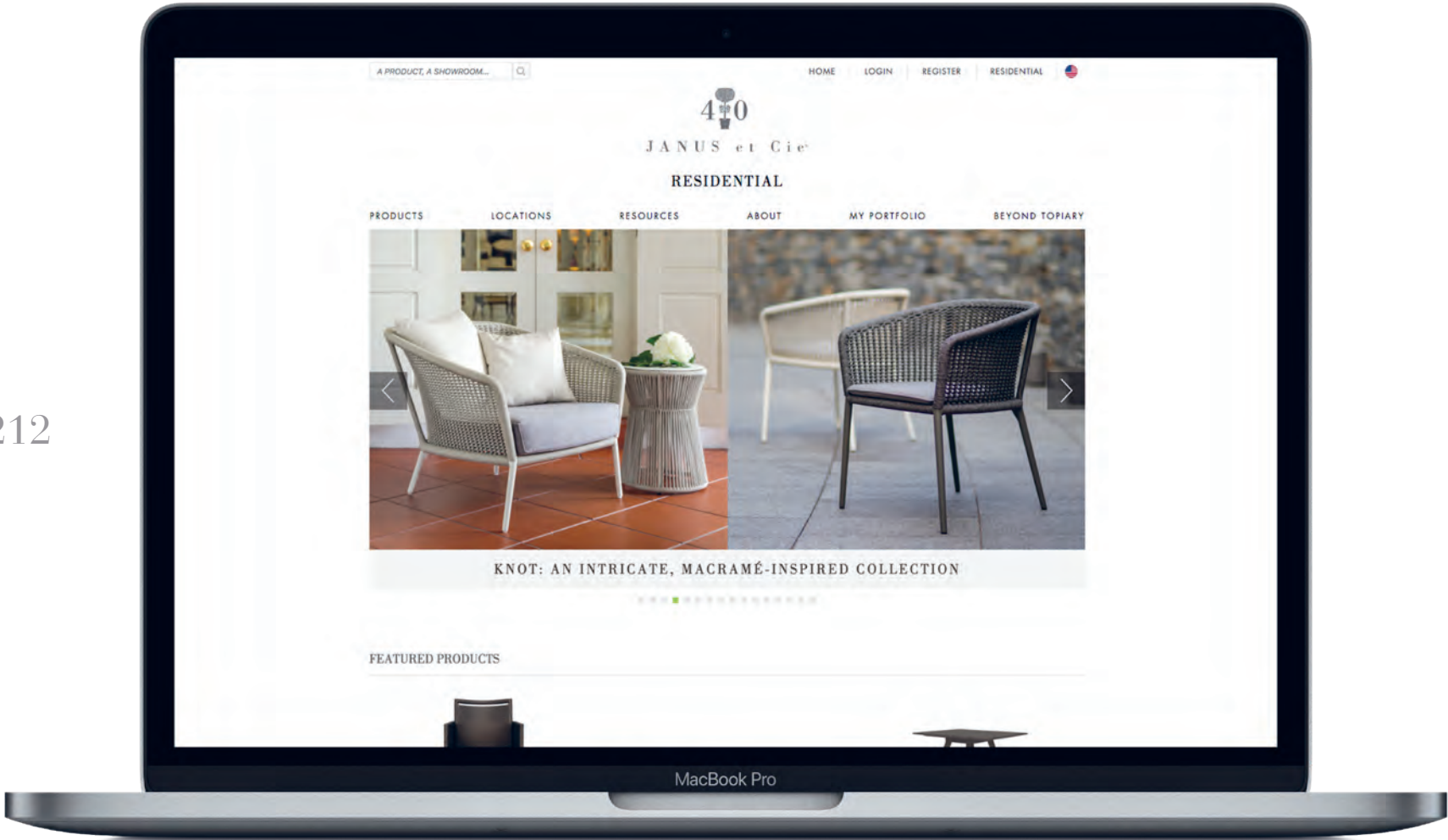
OUR PASSION FOR GREAT DESIGN HAS BEEN RECOGNIZED BY *HOSPITALITY DESIGN MAGAZINE*, AWARDING THE PANINI ARMCHAIR FOR DESIGN AND INNOVATION FOR THE HOSPITALITY ENVIRONMENT. JANUS *et Cie* DISPLAYED THE HONORARY TROPHY AT THE HD BOUTIQUE EXHIBITION AND CONFERENCE AND HD WILL SHOWCASE PANINI IN AN UPCOMING ISSUE AND ON THE WEB AT [WWW.HDMAG.COM](http://www.hdmag.com). THE PANINI ARMCHAIR WAS ONE OF ONLY TEN PRODUCTS SELECTED FROM HUNDREDS OF ENTRIES IN A RANGE OF CATEGORIES—A TRUE MARK OF DISTINCTION FOR JANUS *et Cie*.



WITH BEST WISHES

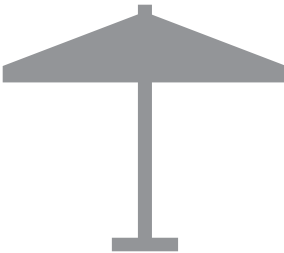
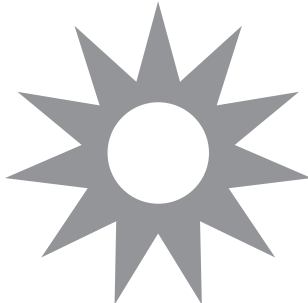
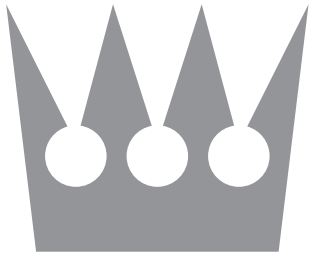
FROM OUR SOUL TO YOURS...WE WILL SHARE SOME OF OUR DEAREST PASSIONS WITH YOU EACH MONTH FOR INSPIRATION AND JUST FOR FUN. NO TELLING WHAT THE TOPIC MAY BE, BUT WE ASSURE YOU THEY WILL BE UNIQUE AND CLOSE TO OUR HEARTS! LET US KNOW WHAT YOU THINK, AND FEEL FREE TO SHARE YOUR OWN PASSIONS WITH US...

JANICE AND THE “*et Cies*”



JANUS et Cie custom icons
symbolize from left to right:
a Masterpiece collection,
Award Winner, Interior,
Exterior, Covered Exterior
and the Green Q represents
items available for QuickShip.

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When we opened in New York in 1990, my savvy New York friends told me to hire the best public relations firm in the city. I interviewed six, and I found them all to be terribly cookie-cutter and extremely expensive...extra money which I did not have. I called the treasured editor friends I had made over the years to inquire as to which was the best firm...they all told me, “You are the PR! We have your personal number, so why an agency? You have great photography and stories. If you go through an agency you will be waiting in line for editorial coverage.”

They promised great positions, let me pitch them stories...and we both delivered!

design



Photo courtesy of Janice Feldman

Janice Feldman

sticks & stones

by Nancy A. Ruhling

Walking down Manhattan's 59th Street on a crisp winter morning, her long coral scarf peeking out of her chic black shearing coat, Janice Feldman is like the first breath of spring.

And with her sunshiny smile, the Californian's just as refreshing as her Upper East Side shop, JANUS et Cie, whose conservatory-style windows showcase a lush garden landscape that grows in the midst of all the big Apple asphalt. In Feldman's landscape, it is outdoor furniture that is the main attraction, although she is quick to point out that her interior collection is just as popular.

"We have made such an original statement about outdoor furnishings and that has become the strong image of the company, particularly because the press personifies what is new," she says. "I have been telling the indoor/outdoor story for more than 20 years. California did it to me."

This week, paper Japanese umbrellas in robin's egg blue, grass-green and bright apple green hang from the ceiling of the front windows and a parterre of 9-foot-high pyramid-shaped faux boxwood is arranged to show off cushioned chairs and settees made of woven-paper Loom, teak chaise lounges, cream and sky-blue umbrellas, splendidly painted park benches and Paris-style café tables and chairs.

So different is Feldman's landscape—the 3,500-square-foot light-filled shop is surrounded by classic cookie-cutter antiques and design shops—that even jaded New Yorkers can't help but stop in their tracks to take a second look. "Sometimes people put on their brakes so quickly that they nearly bend fenders," Feldman says as she opens the plate-glass door.

Once inside this oasis, the sounds of the city—the rumbling trucks, the shrieking horns, the scurrying 9-to-5ers—are no more: JANUS et Cie is as quiet as a secret garden. "This space reflects my inner calm," Feldman says. "Opening the New York showroom was a big challenge. Frank Sinatra was right: 'If you can make it there ...' I'm the knock-on-doors type. I've always sought out the most wonderful and special, whether it is a book, a piece of furniture or a relationship."

www.lifestylesmagazine.com

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design

"I chose to call [my company] JANUS because JANUS is the Roman god of two heads—one looking backwards and one looking forwards, a metaphor to my own name. I'm sentimental and I love history, and my furniture often has historical references and it takes futuristic thinking to run a successful business."



Photo courtesy of Janice Feldman

And the furniture at JANUS et Cie is, by design, wonderful and special. Take those pretty black and white striped table umbrellas, for example. They are 16 inches taller than standard. "It just seems more uplifting—for the view and for the scale," Feldman says. "Some of our clients have us line them in a different color, like coral."

And look at the rich color of the metal trim on the powder-coated steel and teak armchair. "It's a Bordeaux color, just like fine wine. I was inspired by the Luxembourg Gardens," Feldman says.

She pulls open the drape of a teak sideboard, commenting, "It is perforated steel inside to prevent mildew."

Those who haven't seen the New York showroom or the others in Los Angeles and the U.S. furniture capital of High Point, N.C., are likely to have seen some of the 1,500 pieces of furniture in Feldman's collection in *The New York Times*, *House & Garden*, *Elle Decor* and a host of other shelter magazines. Or they are likely to have sat on them at Starbucks while sipping a caramel macchiato or have lounged in them while cooling their heels in the lobbies of the Four Seasons Hotels and Resorts around the country.

"When I started my company 26 years ago, people told me that I should put my name in the name of the company," Feldman says. "But I didn't want to do that. I chose to call it JANUS because JANUS is the Roman god of two heads—one looking backwards and one looking forwards, a metaphor to my own name. I'm sentimental and I love history, and my furniture often has historical references. It takes futuristic thinking to run

5 a successful business. The Latin "et Cie" means "and company," and she says she "highly values the energy of the staff" who are "and company."

Feldman is an entrepreneur at heart, and the roots of JANUS et Cie go all the way back to her childhood. "I started out as a painter," she says. "I was painting before I was speaking. I remember being very visual; I learned about aesthetics very early on, and my parents encouraged both my creativity and for me to forge new paths."

Perhaps it was her precociousness that tipped them off. After all, at age 8, Feldman pulled off a surprise party for their 10th wedding anniversary. "I baked three three-tier cakes, one at a time, and hid them in the house. I invited 20 people to the party."

But her initial business path was one that even her parents could not have foreseen: At 13, she started her career by taking on an adult's job. "I wanted to have my own money," she says. "I had been babysitting for 50 cents an hour, and I was good at it, but it didn't seem like a good return on my time. I wanted to buy a blue Princess phone with a light on it. So I took a job as a telephone solicitor for a company that sold siding. I did this in the evening after school and after my studies in which I was always compelled to score A's."

That job paid \$3.50 per qualified lead. "On good days, I got two leads," she says. "What it taught me was how to listen. The only way to make the deal was to get all the facts, and the longer I kept them on the phone, the easier it was. That's how my business career began, understanding the buyer."

By the time she was in junior high school, where she excelled academically, she was an accomplished cook and

www.lifestylesmagazine.com

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house beautiful

What's pretty now

plus French porcelain, garden furniture, artful table settings



MAY 1999 \$12.00

74851 08458 8

Whether you fancy a painted bench from an old English estate or are in the mood for something modern, wood furniture always works for the garden



1. Whimsical English Mount Congreve wheel seat in painted mahogany is handcrafted on the Chatsworth estate, \$7,300. Through Janus et Cie: 800-24 JANUS.

2. Grange's St. Tropez rattan side table recalls 1930s designs, \$390. Call 800-GRANGE 1.

3. Slats form the high back and seat of this teak side chair from Smith & Hawken, \$345. Call 800-776-3336.

4. Scrolled arms add flair to a teak chaise from The Wicker Works, \$4,333. Call 415-626-6730.

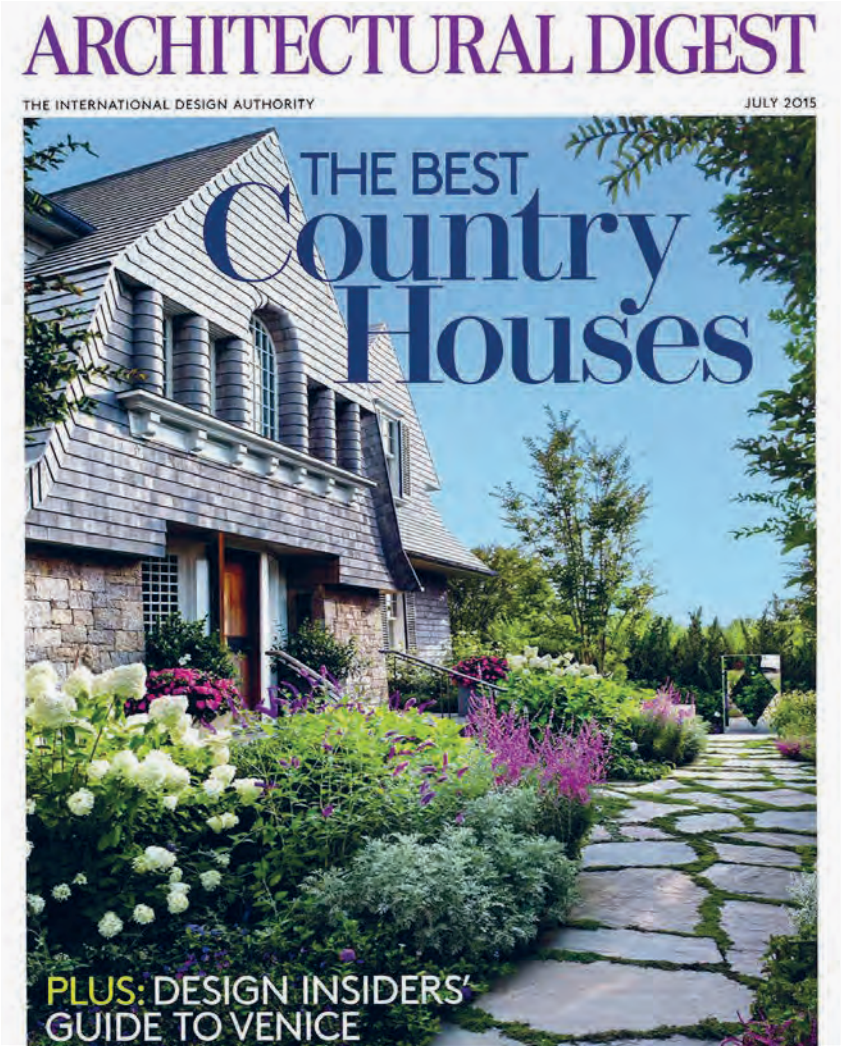
5. An overscaled painted mahogany garden bench is a handmade reproduction of one at Chatsworth, estate of the Duke and Duchess of Devonshire, \$13,500. Through Janus et Cie: 800-24 JANUS.

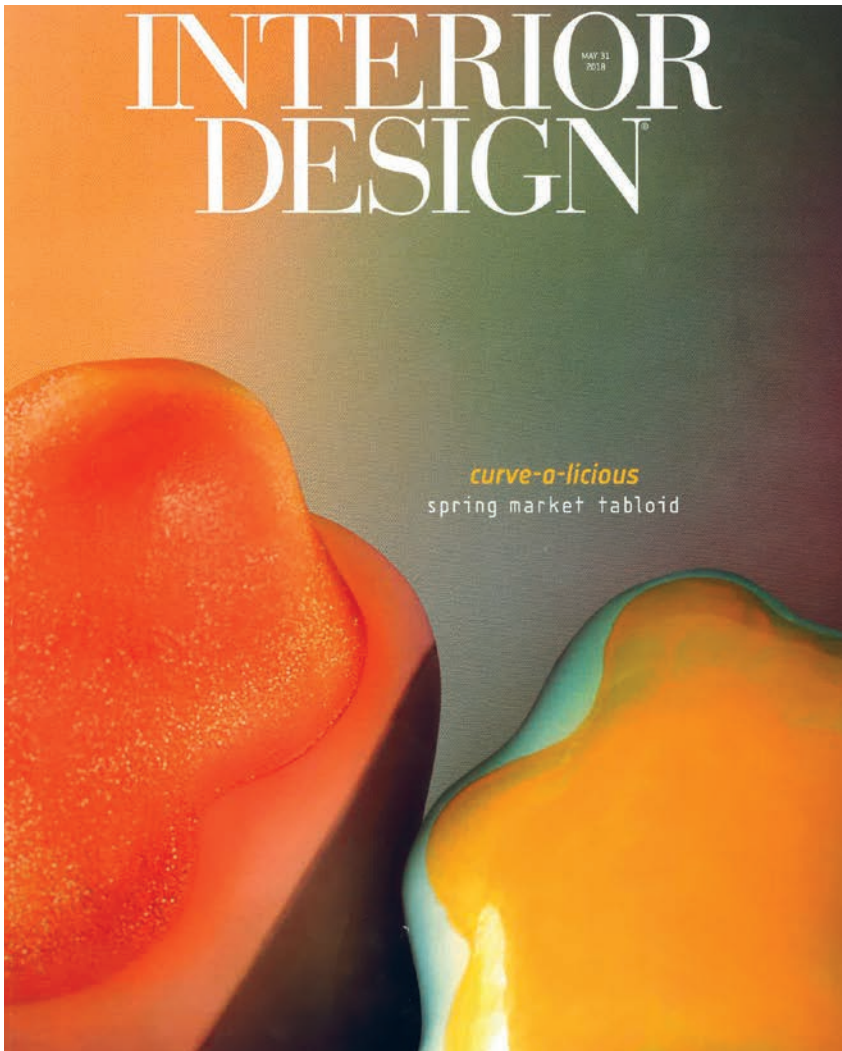
6. Sailing was on John Hutton's mind when he designed the teak Billou chair, \$1,265. From Sutherland: 800-717-TEAK.

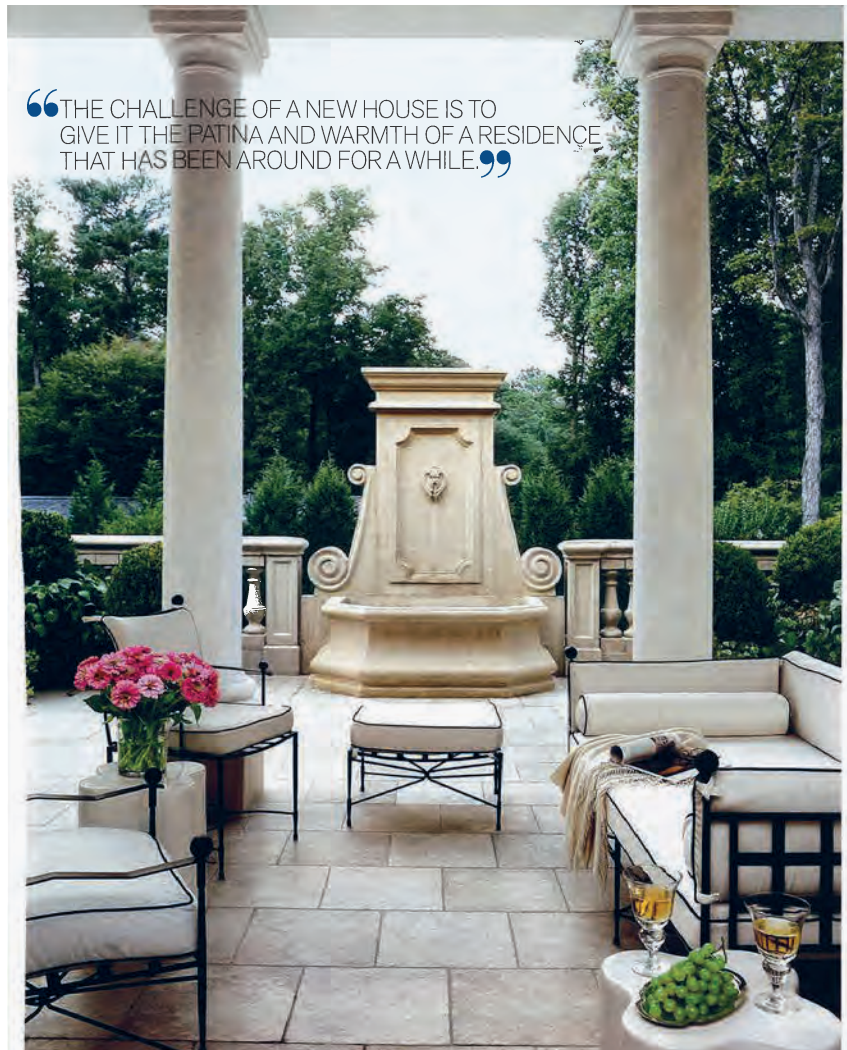
7. Teak umbrella chair folds for easy storage; chair, \$495; waxed canvas umbrella, \$75. From John Kelly: 212-385-1885.

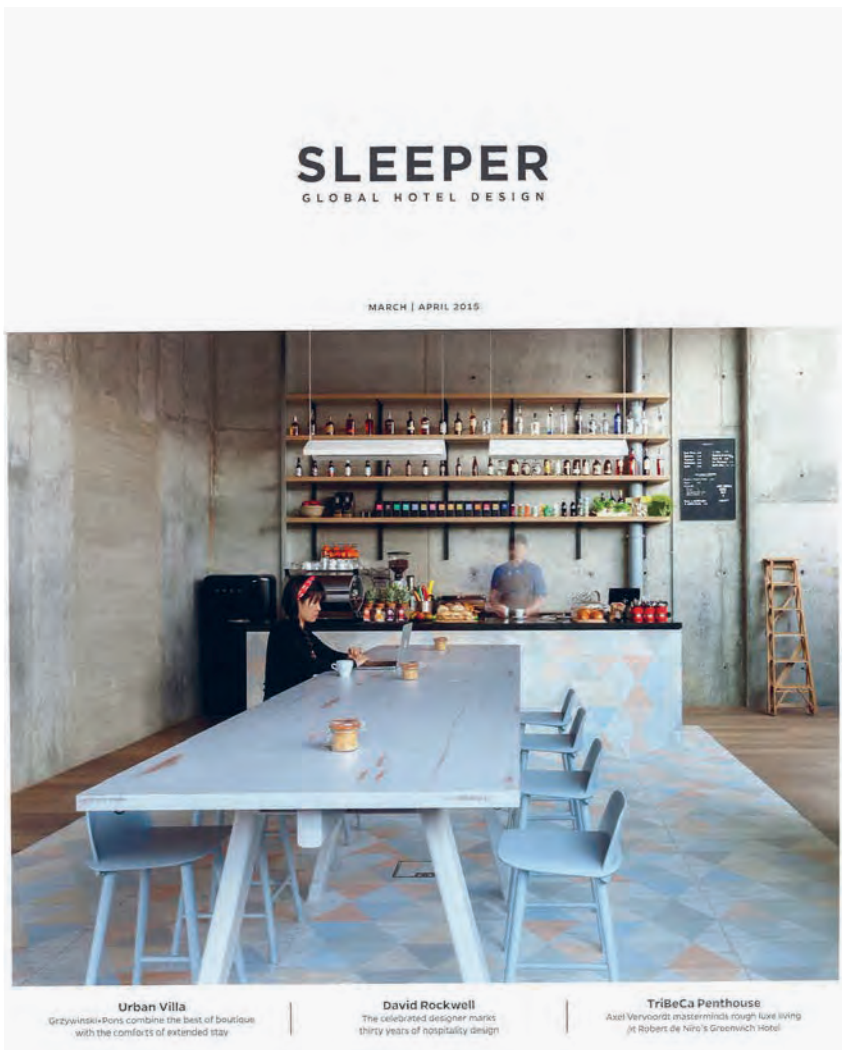
8. A 55-inch-diameter teak dining table has a criss-cross pattern and accommodates an umbrella, \$1,495. From Prasin by Henry Hull Designs: 415-863-4868.

9. Barlow Tyrie's teak chaise is based on Arts and Crafts designs, \$1,599. Call 800-451-7467.









By AnnaMarie Martin | Photography courtesy of JANUS et Cie

Steals+Splurges

SKETCH ▶

Sketch is a playful, lightweight seating collection of six brightly colored chairs for either indoor or outdoor environments. The frame and seat are polypropylene, twisted into a symmetrical scroll design for the chair back. It can stack up to six and includes both an armchair (pictured here) and side chair model.

\$ \$307

TOSCA ▼

The Tosca outdoor lounge chair offers a bold, unique aesthetic thanks to its signature braided framing, available in a linen and wenge (pictured here) finish. The strapping is made of a durable foam encased in a sheath of knitted textile and polyolefin, making it both weather-resistant and soft to the touch. The frame is powder-coated stainless steel.

\$ \$555 \$5,503

MATISSE ▼

The Matisse two-seater sofa is an economical choice that doesn't hold out on clean, modern design. The powder-coated aluminum frame cradles mesh-encased, reticulated foam cushions ideal for high-traffic areas and outdoor use. The entire line is modular and lightweight for easy reconfiguration whenever flexible seating arrangements are required.

\$ \$1,999

Design-savvy options for any budget

Steals+

66 interiors+sources september 2017



The line to enter the party was long. Janice Feldman's friends and guests streamed into her showroom on Via Hialeah Road during Miami Design Week in April. The founder of Janus et Cie, the luxury outdoor-furniture company, with quintessential California style, was being feted for a major milestone: this line's 40th anniversary. Feldman spent her whole career going to Milan as a buyer, culture vulture, and businesswoman. But this time, 40 years after her first, she was the center of attention.

Anyone who has beautiful outdoor furnishings has Feldman to thank. An artist with an entrepreneurial mind (as an art school student she dashed to Europe and painted portraits for tourists), Feldman pioneered the luxury outdoor category. She presciently sensed our desire to be outdoors and away from technology when she introduced her first collection of outdoor furniture in 1978. It was a collection of modernist pieces and accessories—to meet the lifestyle of a new generation. It was a very holistic approach to design, says Feldman. While the collection features a range of materials: fiber, teak, aluminum, stainless steel—two innovations. Janus et Cie.

Thirty years ago, before the "best of" lists and the seductive luxury of Instagram, exceptional artisan design was nearly impossible to find. Your well-connected social friends don't know about it. Furniture sets were purchased in department stores. Adler was a daily comm from first semester French. This is the world Ralph Pucci transformed with his seminal gallery, unleashing an explosion of new culture of high design that bypassed the generic theatrics of on-cue art. In 1988, he began with the work of Antoni Gaudí, a collaborator and friend, and 15,000 square feet in SoHo, calling on friends and friends of friends. Tim not a furniture designer, so had to put together the puzzle, the soundtrack to what we were trying to achieve," says Pucci. That beautiful pieces from Andre and Chris Lohrke, then reached out to Patrick Wagner and led by the the soundtrack developer. "Subverting even the seen-it-all types.

Pucci was fueled by instinct, discovering, championing, and exclusively presenting a group of now-significant designers—Hervé Van der Straeten, India Mangau, Eric Schmitt, and Jim Davis—that doubled down on quality and timelessness. "The aesthetic is always the same for me," he says. "It really has to speak to me. It has to be the hand of the artist." All three of his gallery-in New York, Los Angeles, and Miami—reverberate with mood and cultural discernment. Recently, he staged an important showing of the late (and often overlooked) French designer Pierre Paulin exhibit at Ralph Pucci.

designer Pierre Paulin's work in L.A.—a respite from the city's mid-century modern hangover. Looking back or forward, neither salvation in Pucci's realm also comes with optimism. "I think when in an area when design is meaningful," he says. —J.S.

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COMPANY PROFILE

JANUS et Cie

JANICE FELDMAN LEADS THE "BRAND TO HAVE"

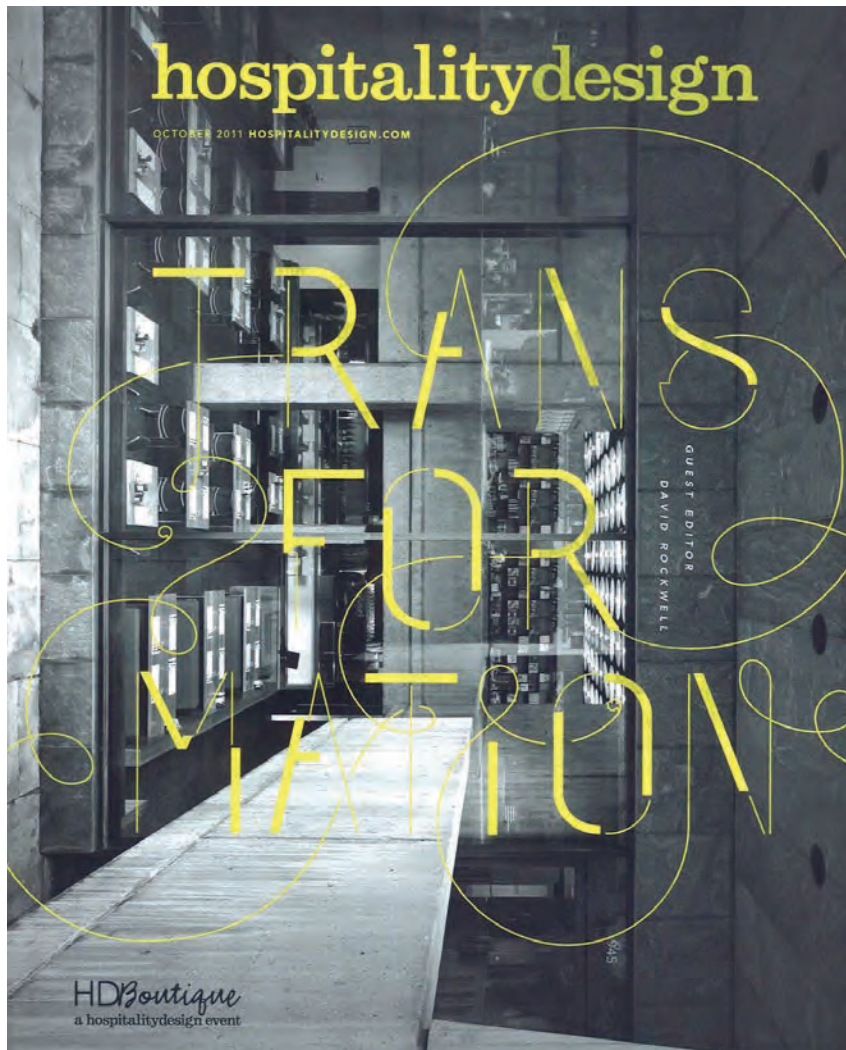
From modest beginnings, JANUS et Cie has built a global empire, supplying to the world's most prestigious hotel projects.

Words: Molly Dolan

Synonymous with design leadership and pioneering innovations in the residential, contract and hospitality sectors, JANUS et Cie has built its reputation for quality for over 35 years. The outdoor furniture manufacturer has continuously expanded on its North American base, collaborating with world-renowned designers and ensuring that the company's name is always on people's lips. Founded by Janice Feldman in 1978 as a time when outdoor furniture amounted to little more than basic, functional patio pieces sold at local hardware stores, the company took a leap that has paid off ten-fold. "While much has changed for the company, we still adhere to the same doctrine that Janice Feldman set in place," explains Steven Clausen, Senior Vice President of International Operations. "The principles of innovative design, flawless execution and lasting quality are still intact."

Very much the heart of the brand, Janice Feldman is President and CEO of JANUS et Cie. A leader in the industry, Feldman is a trained artist and interior designer, schooled in graphic arts and industrial design, making her a force to be reckoned with—and allowing us an insight into how the company has seen such exceptional growth in recent years. Not only does Feldman have the technical skills to act as a foundation for the international brand, her business abilities and visionary approach to sustainability and material development have led to her being championed as an innovator of exceptional design. And rightly so. Starting as a humble showroom, JANUS et Cie's roots are firmly planted in California. To this day, Feldman plays a fundamental role, creating countless award-winning collections and orchestrating collaborations with other visionary designers. This scrupulous

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best of boutique products

By Ashleigh VanHouten

best of class

The annual Best of Boutique (BOB) product competition celebrates the most inventive products displayed during the Hospitality Design Boutique Exposition & Conference (HD Boutique). Judges Katie Miller, product design director for Clodagh Design, and Barry Richards, principal and studio leader for the Rockwell Group, selected four winners and six honorable mentions from the various entries. The honorees were then awarded at their booths during HD Boutique, held in September at the Miami Beach Convention Center. And the winners are...

JANUS et Cie

Essential Armchair

The Essential Armchair is at once versatile and artistic. Made of stainless steel and premium mesh or Bernadur wood, this classic contemporary piece is available in black or white and complements coordinating table options.

www.janusetcie.com

JANUS et Cie

Seal Modular Collections

Characterized by simple lines and made with a resilient, low-maintenance, and colorfast fiber handwoven over a powder-coated aluminum frame, the lounge chair is available in four finishes: Bronze, Paladurus, Limestone, and Oyster.

www.janusetcie.com

Winners

Up Country Gardens

Made of powder-coated aluminum with resin weep, this outdoor chair provides durability and comfort in a stylish country design.

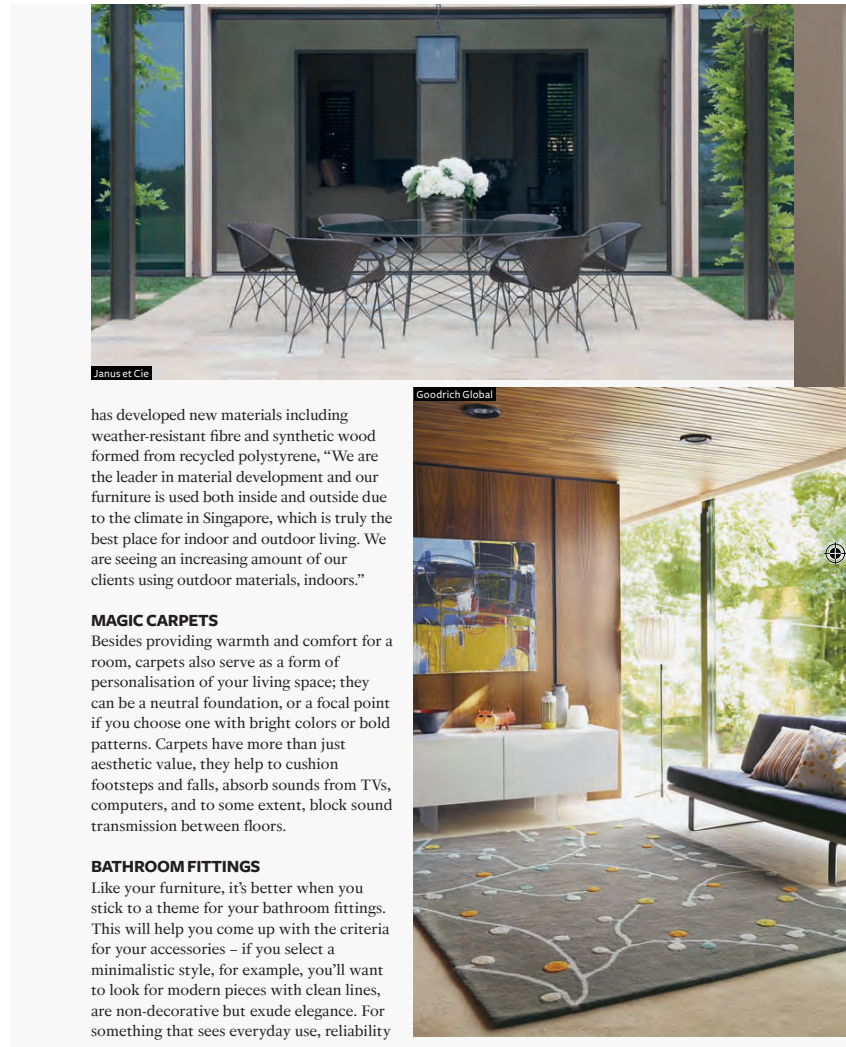
www.upcountry.biz

JANUS et Cie

Amari 3-Seal Sofa

The modern design of this ergonomic sofa is crafted from JANUS fiber, the company's "Generation-Nest" weather-resistant, 100-percent recyclable handwoven fiber. Offered in four distinct colors, the Amari sofa is part of a nine-piece dining and lounge collection.

www.janusetcie.com



No Detail is Too Small

We have always been inspired by the extraordinary intricacies in nature—the vivid colors found in tropical flora, the variety in shape and texture of the leaves, the unique designs revealed in tree bark, the movement of light across water. These seemingly small details are what differentiate a simple moment from an unforgettable experience.

My desire for perfection is evident in our furnishings and it transfers seamlessly to our showroom decor and event planning. At JANUS et Cie, we place the utmost detail on every last element of creating a “perfect” experience for our guests—from place card and table setting to the elegantly wrapped parting gift. I love to create an intimate setting by filling the room with music from my favorite classical and jazz artists along with hundreds of candles (the beeswax tapers are handmade by a 147-year-old American company and travel the world with us). We personally select and design our stunning floral arrangements and I design most of our dinnerware, which is then made by master artisans and adorned with beautifully customized linen napkins. Developed with the teams of local culinary all-stars from New York to Hong Kong, Sydney to Milan, each meticulously crafted canapé and bespoke cocktail is an exquisite work of art. We spare no expense to be sure that every detail simply dazzles!















TOUCH TABLES

A wonderful way we
express ideas and inspire.



The Company We Keep

Through our collections, we live, work, travel, entertain and celebrate with our customers. We are honored that private clients and industry leaders in every part of the world have placed confidence in us, relying on our products, service, development and innovation every day.

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Their trust in JANUS et Cie is paramount; it is a responsibility we hold dear. Our relationships are so very appreciated, whether partnering with the world’s largest media company or furnishing an estate with heirlooms to be cherished by future generations. We are inspired by the company we keep.

Atlantis Resort, Bahamas | Beverly Wilshire, CA
Caesars Palace, NV | Canyon Ranch Hotel & Spa, FL
Capella Pedregal, Mexico | Chateau Marmont, CA
Disney Aulani Resort, HI | El Conquistador Resort, PR | Encore Las Vegas, NV | Fairmont Orchid, HI
Fairmont Scottsdale Princess, AZ | Fairmont Sonoma Mission Inn, CA | Four Seasons Hotel, Argentina | Four Seasons Hotel George | V Paris
Four Seasons Hotel London, UK | Four Seasons Hotel Seoul | Four Seasons Resort Hualalai, HI
Four Seasons Resort Maui, HI | Four Seasons Resort Nevis | Four Seasons Resort Palm Beach, FL | Hilton Los Cabos, Mexico | Hyatt Place Waikiki Beach, HI | JW Marriott Hotels | Lotte Hotels Nizuc Resort & Spa, Mexico | Paradise Hotel & Resort Park Hyatt Shanghai, China Radisson Aruba Resort Rosewood Mayakoba, Mexico | Sagamore Hotel, FL

The Carneros Inn, CA | The Lodge at Torrey Pines, CA | The London West Hollywood, CA | The Modern Honolulu, HI | The Peninsula Bangkok, Thailand | The Peninsula Beverly Hills, CA | The Peninsula Chicago, IL | The Ritz-Carlton, Aruba | The Ritz-Carlton, Grand Cayman | The Ritz-Carlton Dorado Beach, PR | The Ritz-Carlton, Sarasota, FL | The Ritz-Carlton, St. Thomas | The Shilla Hotels & Resorts | The Standard Spa Miami Beach, FL | The Venetian, NV | The Westin Maui Resort & Spa, HI | Trump International Hotel, HI | Wyndham Grand Rio Mar, PR | Wynn Las Vegas, NV | Affinia 50, NY | Bahia Mar, FL | Bimini Bay Resort, Bahamas | Bucuti & Tara Beach Resort, Aruba | Chancery Court, London Crosby Street Hotel, NY | El Encanto, CA | Epicurean Hotel, FL | Golden Beach Resort, South Korea Grand Walkerhill Seoul | Hotel del Coronado, CA | Hotel Ella, TX | Hotel Palomar, CA | Inn at Sonoma, CA | La Costa Resort & Spa, CA | Lake Arrowhead Resort & Spa, CA | Old Clare Hotel, Australia | Petit Ermitage, CA | Rancho Valencia, CA | Refinery Hotel, NY | The Carneros Inn, CA The Chanler at Cliff Walk, RI | The Homestead, VA The Presidio, CA | Commerce Casino, CA Harrah's Casinos | Rivers Casino, PA | Wind Creek Casino, AL | WinStar World Casino, OK | Briarwood Country Club, IL | Columbia Country Club, MD | Frederica Golf Club, GA | Hillcrest Country Club, CA Houston Country Club, TX | Millbrook Golf & Tennis Club, NY | Nantucket Yacht Club, MA | Palm Beach Country Club, FL | Quogue Field Club, NY | Royal Oaks Country Club, TX | Ruby Hill Golf Club, CA 1-Altitude, Singapore | City Wok | Del Frisco's Restaurant Group | E & O Asian Kitchen, CA

Fleming’s Prime Steakhouse | Forty-One North, RI | Frenchman’s Creek, FL | Hillstone Restaurant Group | Lark Creek Restaurant Group, CA | Nobu Restaurants | Paragary Restaurant Group, CA | Savor Gastropub, TX | Shanghai Terrace, IL | Starbucks Coffee Company | The French Laundry, CA | Wolfgang Puck Cafes | Kelowna Mountain Bridges, CA | Larkmead Vineyards, CA | Law Estate Wines, CA | Robert Mondavi Winery, CA | Presqu’ile Winery, CA | Ardmore Park, Singapore | AvalonBay Communities | Capitol Towers | Discovery Homes | Domus Luxury Apartments, AZ | Gables Residential | Ocean III, FL | River Trace | The Bluff | The Lexington, NY | The Village at Santa Monica, CA | Waterside Place, MA | The Residences at 19th & Logan, CO | Boston University | California State University, Fullerton | Claremont McKenna College | Florida Atlantic University | George Mason University | Loyola Marymount University | MIT | Occidental College | Pepperdine University | Pomona College | San Diego State University | Soka University of America | Stanford University | State University of New York | Syracuse University | University of California, Berkeley | University of California, Irvine | University of California, Los Angeles | University of Chicago | University of Colorado | University of Michigan | University of Missouri | University of Oregon | University of South Florida | University of Southern California | University of Virginia | University of Washington | University of Wisconsin | Airport Park, CA | Annenberg Beach House, CA | Atlanta Botanical Garden, GA | Baldwin Park, TX | Chase Palm Park, CA | Espaces Verts au Val de Marne, FR | Euclid Park, CA | Grand Park, CA | Griffith Park

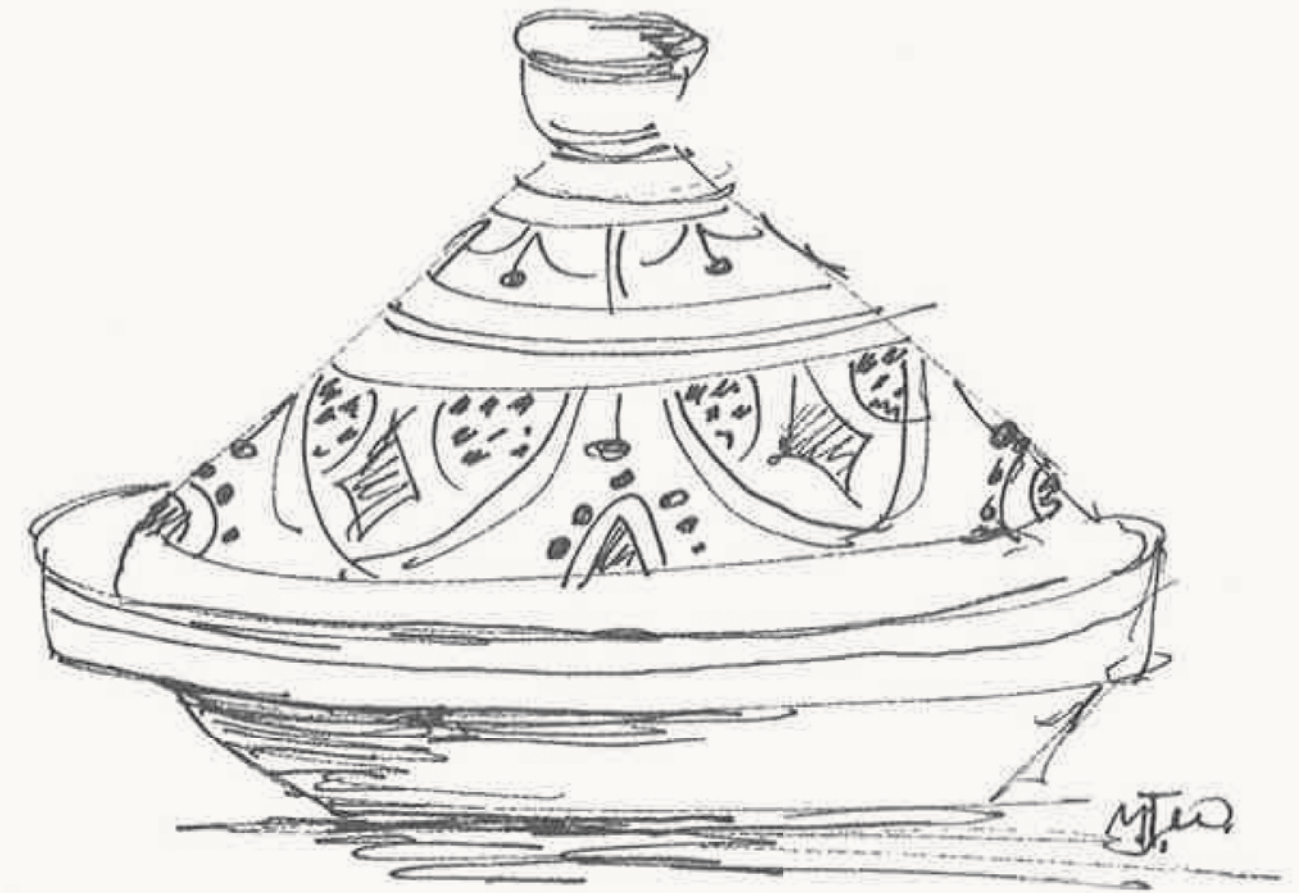
Observatory, CA | Lake Casitas Recreation Area, CA | Rueben Ingold Park, CA | River Parks Authority, OK
Victory Par, TX | Barcelona Franca Train Station, Spain | Basel Swiss Train Station, Switzerland | Baxter
County Library, AR | Columbia Museum of Art, SC | Fashion Island, CA | Gatwick Airport, UK | George W.
Bush Library, TX | Huntington Beach Sports Complex, CA | J. Paul Getty Museum, CA | John Wayne Airport,
CA | Los Angeles County Museum of Art, CA | Los Angeles Public Library, CA | Lucerne Railway Station,
Switzerland | Martha's Vineyard Fast Ferry, MA | Orlando International Airport, FL | Ronald Reagan Library,
CA | San Diego Central Library, CA | San Francisco Ferry Building, CA | San Francisco Public Library, CA
Santa Maria Public Airport, CA | Sausalito Ferry Terminal, CA | Tangipahoa Parish Library, LA
West Hollywood Library, CA | ABC Studios | Adobe | AltaMed | Amazon | Amgen | Apple | Belkin | BET
Network | Capital One | Chevron | Cirrus | CitiBanamex | Coca-Cola | Delta Air Lines | DIRECTV | EADS North
America | Ericsson | Expedia | Exxon | GlaxoSmithKline | Google | Hawaiian Airlines | Herbalife | Hewlett
Packard | Kimberly-Clark | LA Fitness | Levi Strauss & Co. | LexisNexis | Merit Energy Company | Microsoft
Mitsui | Nationwide Insurance | Nautilus, Inc. | Neutrogena | Newell Rubbermaid | Novartis Pharmaceuticals
Paramount Pictures | Pontiac Land Group | QAD | Qualcomm Rhombus | Sony | The Cheesecake Factory
The Gap, Inc. | Time Warner, Inc. | UBS | United Airlines | Universal Music Group | Whole Foods Market
Mars, Inc. | Yahoo! | Azamara | Carnival | Celebrity | Crystal | Cunard | Disney | Holland America
Marella Cruises | Ncl | P&O Uk | Princess | RCCL | Seabourn | Silversea | Skysea Cruise Line | TUI

Dear Janice (I Love You)

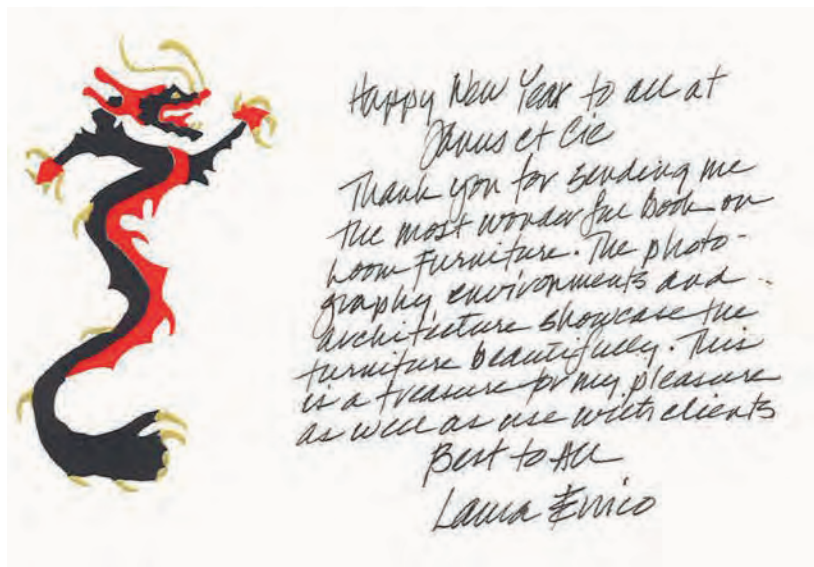
Over the past four decades I have had the privilege and joy of forming many endearing relationships all over the world. Many people in my life whom I have met through business have since become very close friends. It has been an extremely enriching experience and, I have to say, is one of the overriding joys that makes me feel content and very rich as a human being. I hope to think it is that way for all of us.

It does not take much to say thank you and means so much when people acknowledge good work or something that impresses them. People don't do it often enough, and today, receiving a note of thanks at all, especially a handwritten one, seems to become something made of gold...very precious indeed.

Things don't go perfectly every day for sure...or with every experience. If we ever failed you, please forgive us. We always hope to be of the best service to you at all times! However, thank you to all of you who have written over the years either to me—or any single one of our amazing JANUS et Cie team—in thanks for having done something extra special or particularly memorable.



JANICE,
THANK YOU SO MUCH FOR LETTING ME
BE A PART OF THE DINKIER CELEBRATING
THE OPENING OF THE BOSTON SHOWROOM.
IT WAS A TRUE PLEASURE TO MAKE
YOUR ACQUAINTANCE. - A TRULY
FESTIVE EVENING!
I WISH YOU GREAT SUCCESS
HERE!
KIND REGARDS,
Mike



11 Mar 09
ROGER THOMAS

Dear Janice —
Just a note to tell
you how very much I love
our tete a tetes. It is
always a sweet memory
of wonderful things to
think about & do.
Hugs of gratitude,
Roger

March 7, 2010

 Dear Janice,

Thank you for all the time you spent discussing your history, business entity and ethics. I enjoyed our conversation, meeting your team and understanding the scale of your operations.

I look forward to the possibility of making a meaningful contribution to your company. The opportunities that will arise from your new Women's Business Enterprise Certification are numerous and exciting.

When a new position emerges where my skill set can be utilized, I know that I will accelerate the growth and productivity of JANUS et Cie.

I hope your vacation was relaxing and restorative.

Warm regards,
Elin

ARCHITECTURAL DIGEST

January 12

Dear Janice —

I returned from the road this week to find the very handsome travel organizer from you. Thank you ever so much! And I am eager to listen to the CD of Bill Evans' piano.

But thank you most for your note. I do indeed value our relationship greatly — and am grateful to have had any role, however small, in your success.

With admiration, Jeff Petersen

We love everything we
bought from you. I have
to build another house
just so I can buy more of
your furniture!

A PROMINENT HOUSTON DESIGNER

JEFFREY HITCHCOCK
3-24-10

Dear Janice,
Thank you for a great evening. Dinner was fantastic and the mix of people even more so. I am happy to support your success. Sincerely, Jeff

to my favorite lady & new showroom
Welcome to Atlanta!
Love, Stan

Andrew P. Cohen, FAIA
Executive Director

2500 Broadway
Suite 300
Santa Monica CA 90404
USA

Tel 310.449.5600

Gensler

December 22, 2008

Ms. Janice Feldman
President & CEO
Janus et Cie
1005 Mark Avenue
Carpenteria, CA 93013

Dear Janice,

Just a quick note to thank you so much for the wonderful Holiday gift! The piano CD and leather portfolio are very nice. I am also very thankful for your contributions to both the Pediatric AIDS Foundation and to Pups for Peace. Those are both fantastic organizations. Thank you!

As we move into 2009, we look forward to a fresh New Year with great anticipation. I hope that we will have the opportunity to collaborate together in the coming year.

Janice, I wish you the very best for a healthy and successful New Year.

Thanks again,

Andrew P. Cohen, FAIA
Executive Director

APC/mk

Dear Mr. Feldman,

Thank you so much for treating us all to such a magnificent evening last week. I was flattered to be included in such a lavish night! The setting was incredible - the tables were incredibly beautiful and the food was absolute perfection.

You are so passionate about what you do and it shows in everything you do and especially that night. It is so refreshing to see someone so committed to the details.

Thank you so much for including me. I wish you all the best during this holiday season and always -

Victoria Lindgren
(VP Architecture Studio)

HEARST design group

Dear Janice,

I've been thinking about you a lot lately. First, congratulations on the milestone 40th anniversary of JANUS et Cie! While I have to say the number is a little startling, it's a wonderful reminder and validation of the significant role you've played in shaping the way we live today.

My best always,
Newell

Newell Turner
Editorial Director
Hearst Design Group
ELLE DECOR, House Beautiful & Veranda

March 2013

Dearest Janice
Thank you so
much for taking
time out of your
busy schedule to
make me feel so
valued. I really
appreciate it more
than you know...
Love Kathleen
P.S. Not to mention
Jan Jancy Paroli!!
Lagunas

EVERLASTING KINDNESS

The Topiary that illicited the most notes to me is repeated here for your pleasure... It is called Everlasting Kindness, first published in our Summer 2012 issue.

Many of you knew my extraordinary mother and what a profound and wonderful influence she had on my life. Sadly, when I lost

her early last December, I did not know how to contact the thoughtful people who had honored her each year by sending a box of chocolates. The chocolates were sent by clients of my wonderful father, Hank, who passed away 27 years ago. Two weeks later, closer to the holidays, a box of famous See's Chocolates arrived addressed to my

mother. I was beyond touched to find the magical gift in her mailbox, and now knew who the kind people were: The Vetás from Denver, Colorado. I was able to write a letter of deep thanks to them for all their years of thoughtful kindness. It could have been anything...just the fact that they remembered my father all those years and respected

my mother made a beautiful impression and a difference in the quality of our lives.

Thank you all for indulging me in writing this precious little story and to all of you who have been so generous in your thoughtful memory of my mother, Lea.











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