

THE WORLD'S LEADING HOMES MAGAZINE

JULY 2014 £4.20

ELLE DECORATION



WHITE HOT SUMMER

*Beach homes, city living, jungle prints, Brazilian cocktails,
wild camping, stylish barbecues, psychedelic art and a Swiss Army knife*



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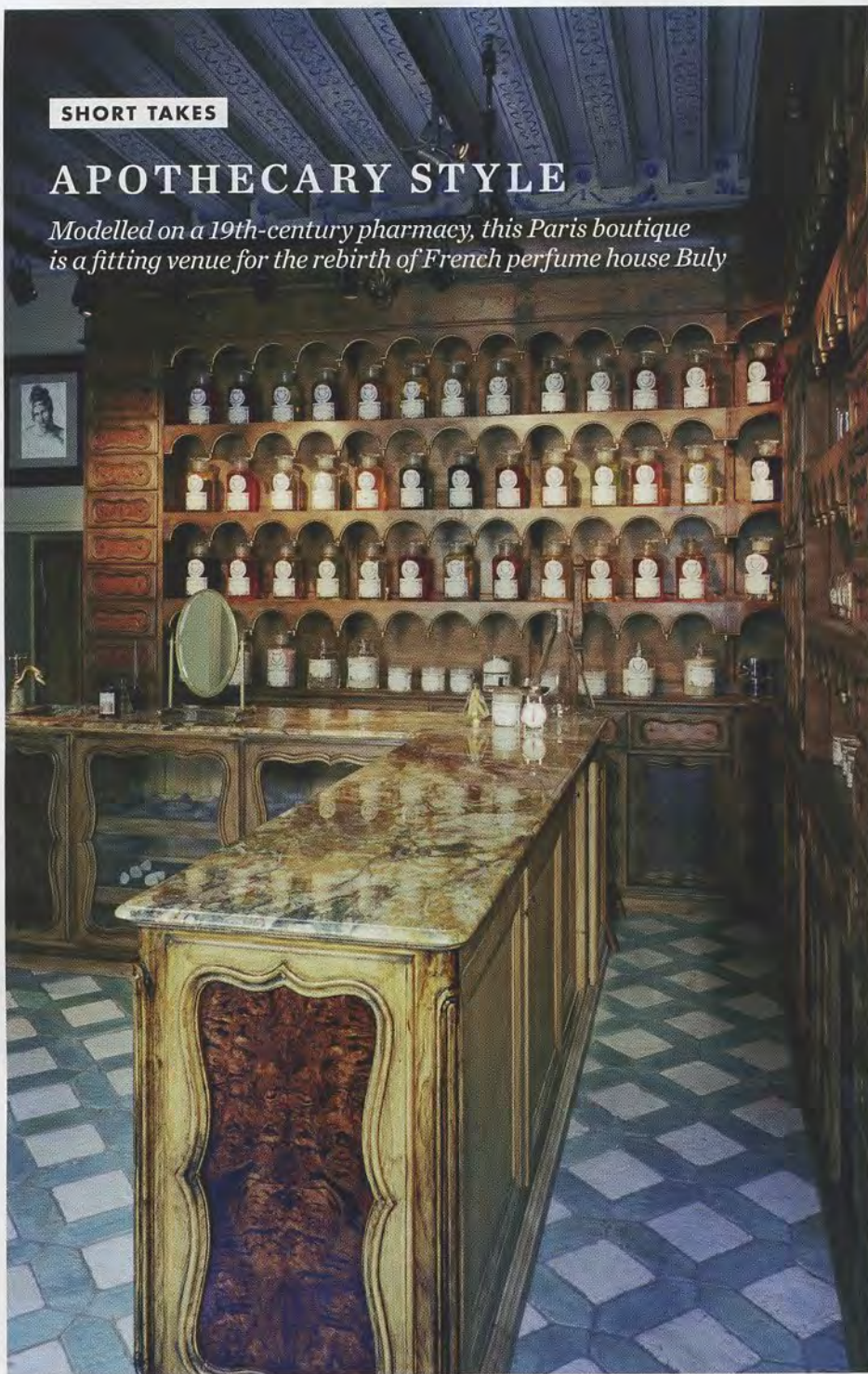


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SHORT TAKES

APOTHECARY STYLE

Modelled on a 19th-century pharmacy, this Paris boutique is a fitting venue for the rebirth of French perfume house Buly



THE EPONYMOUS HERO of Honoré de Balzac's novel *César Birotteau* is based on French perfumer Jean-Vincent Bully, who founded his apothecary in 1803. Now French-Moroccan entrepreneur Ramdane Touhami, who turned candle brand Cire Trudon into an international success, is reinventing the company. Reborn with a new Paris shop – and a differently spelled name – Buly sells modern versions of Bully's scented lotions, soaps and hand creams in packaging inspired by his original catalogues. 'We sell very strange things and very classic things,' says Touhami, pictured with his wife Victoire de Taillac, who developed the product formulas using natural ingredients.

The shop's interior is based on old French hospital pharmacies. 'There are still lots of these throughout France – I visited more than 100 and borrowed details from them,' explains Touhami. 'Everything was made in the traditional way, including the oak cabinets and the floor tiles, which were produced in a 3,000-year-old oven in Sicily.' 6 rue Bonaparte, 75006 Paris (buly1803.com).



WORDS: AMY BRADFORD; APOTHECARY STYLE: JAMES WILLIAMS AND FRANCES HEDGES; THE NEW SKILL: PICTURES: ALEXANDRE GUIRKINGER; APOTHECARY STYLE: OLIVER BRACHAT; THE NEW SKILL