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Rochelle Gores Fredston in her Beverly Hills living room

LIFE AND STYLE

Rochelle Gores Fredston brings the impeccable taste that has made her local boutique a winner into her Beverly Hills home.

By Sue Hostetler Photographs by Ulrica Wihlborg

Rochelle Gores Fredston has a selective eye, one that can sift through the mundane and mediocre and find the genuinely special and exceptional. Her store, Arcade Boutique—located on Melrose and La Cienega—specializes in stocking hard-to-find sophisticated designers like Doo.Ri and Preen and presenting them in an elegant, well-appointed setting. It's only natural then that Gores Fredston's Beverly Hills home is as carefully curated as her boutique and displays her unique way of living in a luxurious yet understated way. "The interior of my home is young, modern and comfortable—but not in a sleek way," says Gores Fredston. "It is very important for me to have a home that is inviting."

Raised and educated in Michigan (she has a degree in textile and apparel merchandising from Western Michigan University), Gores Fredston spent three years in New York City, where she worked for the ultrahip clothing store Scoop NYC. But after three years in Manhattan, she and her husband, David Fredston, heard LA calling: "New York was too saturated," she says. "LA has excitement and energy. When I began decorating my home here, I wanted to bring in all of the colors I see—the palm trees, the sky. I live 10 minutes from my store, and it's a gorgeous drive."

To assist with bringing nature inside, Gores Fredston enlisted the help of venerable local interior designer Joan Behnke, best known for her knowledge and clever restoration of historic California homes. Behnke succeeded at strategically adding punch and excitement to Gores Fredston's home. The rooms begin with a neutral, calming foundation—a cool-brown carpet (custom-made by Decorative Carpets) in David's office, light-beige master-bathroom walls and sheer drapery—all of which set the stage for the home's more playful signature touches and details. For instance, in both bedrooms festive accents add a jolt of life into calm, well-ordered spaces that otherwise might be too monastic. In the master bedroom, it's a headboard upholstered in a vibrant green-blue Donghia fabric. In the guest bedroom, leafy tropical curtains by F. Schumacher & Co. confer natural elegance and zest. And who can resist the celebratory red drapes, chandelier and various citrus accents in the living room? Behnke's license to go bright and bold even carries through to the landscaping—a grand cascade of fuchsia bougainvillea decorates the charming patio.

This is a home that feels well loved and conveys a "happily ever after" quality. "The finished house is the product of creativity, a lot of fun and hard work," says Gores Fredston. "We think it's a nice reflection of our life together—it's an oasis in our work-hard/play-hard lives." The long search for the perfect home ended in 2008 when Gores Fredston—who had moved to LA in July 2007 and was living in a rental—spotted this Spanish-style home perched on a winding hill. Built in 1933, the 4,000-square-foot structure originally had four bedrooms, but Gores Fredston transformed two of them into jaw-dropping his-and-her closets. Gores Fredston says her closet—with its clean lines and grown-up, sophisticated feel—is one of her favorite rooms in the house. And with its floor-to-ceiling shelves of shoes, it's every little girl's dream.

Cool blues complement furniture in various shades of brown in David's office.

The living room pops with bright accents throughout.

A few key pieces in Gores Fredston's home, including the stylishly distressed wooden dining-room table, are hand-me-downs from her father, Alec, CEO and chairman of the private-equity firm The Gores Group (David is head of business development at the company). The family antiques passed down from dad add character and patina to a vision that is resolutely modern, but they also remind Gores Fredston it was family ties, after all, that played a major role in her decision to move to LA. "I love the weather here," she says, "but my No. 1 reason for living in LA is the great support system I have in my family. I love being close to them." **LAC**

A Louis Vuitton case in Gores Fredston's spacious closet serves as a jewelry box.

The house—built in 1933—features a sleek and modern kitchen.

One of Gores Fredston's favorite rooms in the house —her closet

"The finished house is the product of creativity, a lot of fun and hard work."

—ROCHELLE GORES FREDSTON

Even the place settings have a splash of color.

The blue-green hued master bedroom; LEFT: A lively guest bathroom