

# BACK TO BLACK

Fashion designer Jerry Shai-Sarig's new apartment was inspired by a bottle of perfume

By Yuval Sa'ar / Photos by David Bachar

One prominent aspect of the apartment belonging to fashion designer Jerry Shai-Sarig is the dramatic effect of the color black, which is dominant in the seating area, the lighting fixtures, the wall closet that stretches along the width of the living room, and even the owner's clothing. "Sometimes I have splashes of color, it depends on my mood, but usually it's black," she says with a smile. "When I was a student I was very colorful, I didn't have a single black item in my closet, but that stage is over. It reached its expiration date."

Shai-Sarig, 40, disagrees with the argument that this is not suitable for a residence. "It's me. It looks very dramatic, but when you live here it becomes part of your life. For example, it has a calming effect on me, and it always looks clean, even if it isn't," she laughs. "I always say maybe we'll add a spot of color, but in the end everything remains black and white. There's one spot of color," she recalls, "in the guest bathroom. There's a purple shelf there. And there's color in the children's rooms too."

Other prominent features of the apartment are its dimensions and interior division. The apartment measures 250 square meters (not including a balcony of 33 square meters), and it is divided into three parts. In the center is a living room, including a seating area with heavy leather furniture, and an impressive, well-equipped kitchen, which together take up about half the total area. On the right side is the children's wing, which has two bedrooms, a bathroom, shower and play area; and on the left of the entrance is the parents' wing, which includes a bedroom with a glass wall separating it from the bathroom and stall shower.

Architect Pitsou Kedem was in charge of the interior design. "Although I'm now in the fashion world, I studied architecture, and not only is it a field that greatly interests me, I saw projects of his and I was simply amazed," says Shai-Sarig. "I knew that if and when we moved, he would be the one to design the apartment. He's amazingly talented and super-professional, and above all he's also a wonderful person."

"His style suited us. Already during the first meeting, even before we did the planning, we said that we wanted space and a lot of open areas in the house. The initial design of the building also dictated a clear division of the central area and two wings on the sides. I remember that I came to the meeting with Pitsou with a bottle of Lanvin perfume. I showed him the bottle and said to him 'You see the bottle, that's how I want the house.' It was a purple-black bottle and I let him smell it, and that's how the house looks. Ram, my husband, thought it was very funny, but Pitsou understood. That's how I design, too."

Shai-Sarig studied architecture and product design at the WIZO College of Design in Haifa, and completed her studies in 1998. She then worked in set design, and occasionally designed costumes as well. After a few years she went to Amsterdam to work on an exhibition and stayed there for about two years. When she returned to Israel, circumstances led her to the fashion world.

"That was at the start of the 21st century, and after two years as a salaried

