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The city of Los Angeles has many moving parts. Spread out over 4,752 miles of coastline, rugged mountains, desert and dense cities are countless pockets of culture and commerce. We here at deVour know what it is like to move to a city and get lost in the shuffle. So for all you Urban Nomads out there, we have decided to put together a guide to find the trio of essential cultural touch points of Music, Fashion & Art in each city in the metropolis. We start off with the heart of the cultural L.A. beast, Hollywood.

BEST OF HOLLYWOOD
by: Jeremiah Alexis



Record Parlour - Open
6408 Selma Ave. Los Angeles, CA 90028

Mon. - Sat. 10:30am - 11:30pm
Sun. 10am - 7pm

FASHION

Moods Of Norway

When one hears the name **Moods Of Norway**, does images of epic fjords, Firklover chocolate and tall sexy blondes come to mind? Well Stefan Dahlquist, Peder Barresen and Simen Staalnacke, the founders of Mood's hope that colorful, Norwegian inspired cocktail and picnic wear also become part of that cultural language. After launching their first collection in 2003 and opening stores in Norway, Japan, Sweden and Switzerland, **Moods of Norway** opened a U.S. flagship store in 2009 in Beverly Hills, then relocating to it's present spot on Melrose. The company slogan is "Happy Clothes for Happy People". I sat down with one of the 3 founders, Stefan, and we talked more about this unique brand.

SD: **Moods of Norway** actually started in Hawaii, when two of us were studying marketing at Hawaii Pacific University and wanted to create clothing that would enhance people's moods. Different clothes for different moods. We are a premium Norwegian lifestyle brand that combines a love for the Norwegian heritage with international trends. All of our suits have 246.619 embroidered in them, referring to the number of tractors in Norway. Also patches that certify each jacket is made by really, really pretty blonde girls.

I must admit, when an invite for a Moods party pops up in my inbox, I always RSVP. Their party vibe is much like their clothing, eclectic, unpredictable and always colorful. From pink tractors rolling down Melrose, to waffle and vodka parties celebrating the summer solstice, Mood's know's how to create truly memorable happenings!

SD: We Love hosting many great events and we pride ourselves with being a little "fashion embassy". In February we hosted a large Oscar event to celebrate the Norwegian director Morten Tyldum for his movie "The Imitation Game".

Tyldum came to the event right after the Oscar's, which was amazing. One time we brought in 5 tons





of snow and had celebrities like Kellan Lutz cross country skiing in the parking lot out back. That was pretty awesome!!! The neighbors didn't know what hit them. The snow lasted for 48 hours.

Celeb's really seemed drawn to the brand, as rocking a super unique piece from Moods on a red carpet, or photoshoot is a great way to stand out from the crowd. I wondered if the move to Melrose had affected their branding and if celeb's were still a part of that.

SD: Since we are on Melrose we are attracting a lot of celebrities from LA.

A lot of indie bands like All American Rejects, Fun Fun Fun, have worn our pieces. Djs like Flying Lotus, rockers like Perry Farrell from Janes Addiction and Matt Sorum from Guns & Roses. Big stars like Gwen Stefani, Elvis Costello and A-ha who are of course Norwegian. The move to Melrose was a great one. Our lease was up on Robertson and we were looking for the optimal location for the moods "home base".

We also have fantastic parking in the back of the store, which is great for our regulars. The design of the Melrose store is true to the **Moods of Norway** DNA and has fun little Norwegian details spread all around. For example we are selling Freia milk chocolate and Toro waffle mix. So far we are a truly unique brand in the mix out here and we are proud to bring something new to the table.

Moods of Norway: Open
7964 Melrose Ave, Los Angeles, CA 90046

11:00 am - 7:00 pm

ART SOHO DESIGN HOUSE

If you google the term "Street Art" you can see that it has become a world wide phenomenon. An art form started on the streets and subway cars of NYC has spread to all four corners of the globe and become not only art on the streets but also on museum walls. SOHO DESIGN HOUSE is a true indicator of this reality. Hand made, bespoke rugs that take a team of master craftsmen 5 months to make is their stock and trade. Images of Hunter S. Thompson as interpreted by Jim Mahfood, or Dali



from the brush of David Flores, street art you feel ashamed to step on, their rugs truly are beautiful creations. Located a few blocks from the riot of random street art that is Melrose Alley, SDH is in the center of the street art storm, both figuratively and geographically. I sat down with owner Jacob Rahman and we chatted about the origins of SOHO DESIGN HOUSE.

JR: I was born in Afghanistan, grew up in Orange County. I saw the rise of street art here, from tags on the free way from guys like Saber and Retna. I went to school in San Diego for where I learned design and fine art. After I got my degree I moved to NY where I worked for The Rug Company out of London. It was here where I made my first two art rugs and when they came out beautiful I knew this could be viable. I made the choice after that period to work with the Department of Defense in Afghanistan as a translator. I spent 4 years there and it was during my second year there that I started Soho Design House.

Witnessing local Kochi people crafting masterful rugs for all purposes, combined with his NY formal experience, inspired Jacob to create something the rug world had never seen before. Armed with a bad internet connection on a small base in Khandahar, Afghanistan, Jacob was able to convince some of the biggest names in the street art world to buy into his vision.

JR: I was surrounded by desert and the job I had was not very pleasant. Being in such an austere environment is a constant reminder that life is short, it can end abruptly. If you're not pursuing what you love doing then it's almost a waste of your life. I surveyed the art world and saw there was no one doing what I had imagined. So today I am really honored that we are one of the only art rug brands in the world.

I was privileged to visit SDH at the same time my friend Jim Mahfood (artist behind Tank Girl, Marijuana Man and Grrl Scouts) came to see his custom art rug for the first time. Among all the international artists SDH works with, Jim along with Cyrcle and David Flores are the only L.A. artists that SDH has collaborated with. That led me to wonder how a man who started his business from a remote army base in Afghanistan, and works with artists from all over the world decided that Hollywood was ultimately the place he would lead his vision from.



JR: It was all kind of serendipitous. I am really blessed to be honest. I was with my N.Y. crew at Burning Man and I put it out there that I wanted to open a showroom. It just so happened that I met someone at the camp that had a showroom in L.A. I was literally just back from deployment, I had no idea what I was going to do. I came here, the terms were right and I just sort of jumped in. Honestly there is a huge creative rush to L.A. It's a great time to be here and this store, my ultimate wish is to be a creative hub. This place is intentionally designed like an art studio. No dusty rugs stacked up in a corner. I have a studio in the back that I will be granting free monthly leases to artists, so they can have a place to work and have meetings. We just want to keep pushing this forward, bringing out new artists, introducing interesting products and marrying design with art in new and creative ways.

SOHO DESIGN HOUSE: All Inquires
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6912 Melrose Ave. Los Angeles, CA
90038