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DECEMBER/JANUARY 2004

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Clockwise from below left: Sam Hamilton and Mark Cunningham at their San Francisco store, March. A telescoping oak cocktail table, Art Deco chairs, and slate-and-iron cocktail table are all midcentury French; the shelves are stocked with contemporary and vintage photographs and pottery. A midcentury American metalwork sculpture and a pair of vintage garden stools. Two 19th-century Belgian settees are grouped around a 1970s Italian cocktail table; a rocker by Edward Wormley sits atop a circa-1800s table. Vases on a mid-19th-century French table; photographs by Ellen Carey lean against an antique French screen. See Resources.



# March

With Ralph Lauren as their muse, two design pros meld European and Asian influences at their San Francisco shop

Featuring an ever-changing collage of furniture and objects from several continents, March, a boutique that opened in San Francisco's Pacific Heights neighborhood last June, quickly incited a buzz among the city's design-savvy residents. "The merchandise is selected with an eye for absolute beauty," says architect and interior decorator Orlando Diaz-Azcuy, a frequent customer. "March has a look that one usually only sees in cities like Paris or Milan."

The store's European spirit—though not its unerring style—may come as something of a surprise considering that its owners, friends Margaret (Sam) Hamilton and Mark Cunningham, met while working at that all-American fashion house Polo Ralph Lauren (in advertising and creative services, respectively). "Ralph Lauren was an incredibly inspirational place," says Hamilton, "but March also reflects our travels."

The interior of the 1,200-square-foot store, done in collaboration with local firm Union Studio, combines concrete floors with charcoal-gray walls punctuated by a series of French doors. It's a sophisticated backdrop for the spare but sensuous European, Asian, and American pieces that March specializes in, such as a pair of curvaceous 19th-century Belgian settees reupholstered in unfussy white linen, a 1970s Italian chrome-and-glass cocktail table, and immense Burmese urns. Raw-steel panels equipped with walnut shelving display accessories ranging from a contemporary bronze bust to vintage pottery to photographs old and new.

While Hamilton and Cunningham have plans to launch a design service and a line of furniture, for now they're busy arranging, and restocking, their inventory. Says Cunningham, "We want to keep March fresh—for our customers and us." **ZAHID SARDAR**