

PLEASE DO NOT ENTER
- IN THE PRESS -

The New York Times



IN DOWNTOWN L.A., A STYLISH DESIGN GALLERY FOR SPECIAL GUYS

IN DESIGN, MEN'S FASHION BY BROOKE HODGE - JUNE 5, 2014

The puzzlingly named Please Do Not Enter is the newest intriguing venture to launch in downtown Los Angeles, that burgeoning mecca of all things cool and compelling. A cross between a gallery and a boutique, Please Do Not Enter offers a collection of contemporary goods that have been carefully curated by its French founders Nicolas Libert and Emmanuel Renoird for an audience of “progressive minds.” Both are art collectors with a special affection for design and architecture, and the space is like an extension of their lives.

Libert and Renoird moved to L.A. two years ago. “We saw all the architecture and the diverse crowd downtown and we felt that something exciting was happening,” explains Libert. “We wanted to create a new project and decided to gather all the things we love and live with ourselves in one place.” Please Do Not Enter is located in an airy space on the 12th floor of the 1921 Pacific Mutual Building, a Beaux-Arts gem across from Pershing Square.

“We wanted to avoid the traditional retail model of the ground-floor shop, but we also didn’t want to create a classic white cube gallery,” says Libert. “We decided to call our space Please Do Not Enter because we love the idea of a private collection we share only with beloved friends. As soon as you hear the warning implicit in the name, you want to know what it is and what you will find there. Naming a company with such an expression automatically provokes questions and it opens doors!”

The space’s wares — including sculpture and objects by Arik Levy and Guillaume Bardet, furniture by Elise Gabriel and Valentin Loellmann, leather goods by Gertrud & George, headphones by Aedle, perfume by Maison Francis Kurkdjian, photographs by Grégoire Cheneau, stationery from Japan’s Ito Bindery and quirky toys from the Danish brand Lucky Boy Sunday — are beautifully displayed in a setting designed by Renoird with fixtures that echo the building’s architecture. While Libert and Renoird have selected the goods with a sophisticated male consumer in mind (“the special guy,” as they like to say), women will find plenty to fill their shopping bags.

Parking in downtown L.A. can be challenging but shoppers shouldn’t be deterred. The building has its own garage, and if you cap off your excursion with a cocktail at Water Grill downstairs you’ll leave with a validation and the afterglow of a fabulous experience.

Please Do Not Enter is open seven days a week by appointment, 213-263-0037, 523 W. Sixth Street, Suite 1229, Los Angeles, pleasedonotenter.com.