

Reid, 32, with Stanley, his golden retriever and loyal assistant, on the deck of a client's Sag Harbor, New York, home



Next Wave

On the Rise: Alexander Reid

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Early in his career as a buyer of vintage goods for One Kings Lane in Los Angeles, Alexander Reid received a make-or-break assignment from co-founder Susan Feldman: designing the company's West Coast headquarters. The space was a hit, and soon the St. Louis native was whipping up spaces for A-listers like Jessica Alba, Jenna Bush Hager, and Rebecca Minkoff as part of the brand's celebrity make-over series. In 2016 Reid relocated to Manhattan and opened his own firm, where he quickly built a reputation as a mix master—think an airy Hamptons beach house tempered with a moody palette and Victorian antiques, or the traditional Louis chair he paired with >

PRODUCER HILLARY BROWN PHOTOGRAPHER WINNIE AU STYLIST LUCY BAMMAN



The guesthouse living room Reid designed for actress Sophia Bush's Los Angeles home.

a Milo Baughman cube in his own New York apartment. "When you put vintage pieces into a space, that's what makes it unique—that's what makes it your own," he says. "Blending pieces from different eras and styles creates visually stimulating interiors that will never be boring."
—Hillary Brown

HIS FAVORITE THINGS



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1. ORIGINAL MUSK "A classic scent." \$43. kiehls.com



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2. BACH'S ROCKS/ROCI BERLIN, 1990, ROBERT RAUSCHENBERG "It's contained chaos. Abstract Expressionism has always been my favorite art movement."



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3. EMILE SIDE TABLE IN RUSSET LEATHER "The wrapped legs are unexpected and sleek." \$3,800. kgblnyc.com

4. HARMONIE XL TUMBLER "I love how a good, heavy rocks glass feels in your hand." \$370 for two. baccarat.com

5. LUISA DINNER PLATE "The pewter adds a masculine touch." \$124 each. match1995.com

6. DUTCH OVEN IN CERISE "Being in the kitchen calms me down. I can often be found making a delicious Bolognese sauce for dinner with friends." \$370. lecreuset.com



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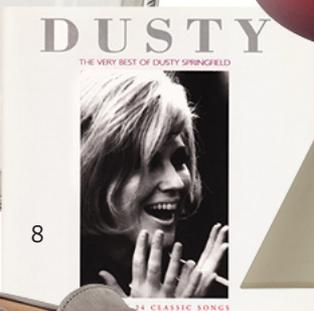
7. TOD'S GOMMINO DRIVING SHOES IN NUBUCK "Part of my daily uniform of an oxford shirt, slacks, and loafers." \$475. mrporter.com

8. DUSTY SPRINGFIELD "She is just the best! The perfect soundtrack for cooking."

9. HAGER LAMP IN MATTE WHITE WITH OAK BASE "A modern take on a very traditional lamp." \$1,415. christopherspitzmiller.com

10. STANLEY THE GOLDEN RETRIEVER "My mom gave him to me for Christmas when I was 21, and he's been with me ever since."

11. TAPE MEASURE "Double check your measurements! You can only screw up a custom sofa once."



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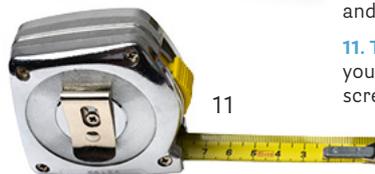
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