

GLAMOUR

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Walking into Rory and Elie Tahari's sprawling Soho loft in downtown Manhattan, you feel as though you're a zillion miles away from the jammed sidewalks below. It's flooded with light and feels like the calmest spot on the planet. And while the decor never shouts "wealth" (think gilt-edged Trump anything), the home comes across as absolutely luxurious, even with two small children zooming around. Together, Elie, who grew up in an orphanage in Israel and moved to the States when he was 19 years old, and Rory, raised in Atlanta, run Elie Tahari Ltd., one of the country's top fashion brands. Rory gave us the scoop on how you can create a similarly posh space, even in a small apartment and on a tight budget:

Rory's 8 rules for a calm, chic house

Purge your stuff. "I'm called 'The Tornado' in the office," laughs Rory. "I throw things out and recycle all the time. Not having a lot of junk around allows you to be more peaceful in your environment." Revelation: The absence of clutter really does make a place look more upscale.

Create a beautiful entryway. Give visitors a feel-good experience when they enter: Paint your entrance area a luminous color and don't neglect the walls—decorate as you would your other rooms.

Use a quiet palette. Pick a neutral, calm color (shades of gray, brown or pale blue) and stay in that hue's range for everything from walls to upholstery. (See page 293 for sample color combos.) Then add a bright pillow or throw if you're craving color.

PULL UP A CHAIR BUILT FOR TWO

It's a cozy way to feast with friends (plus less cluttered). For a style like Rory's, see the Leather Sonata Bench, \$339, at home.decorators.com.

CHOOSE COORDINATING CANISTERS AND CONTAINERS to store flour, sugar and cereals on open shelves with an upscale touch. Visit surlatable.com for some smart ones.

