

JULY 2021

the

summer

Hamptons' MOST STYLISH

From Italy
With Love:
The ETRO Mystique
MAKING THE CUT
Returns!

Say Hello to HEIDI & TIM

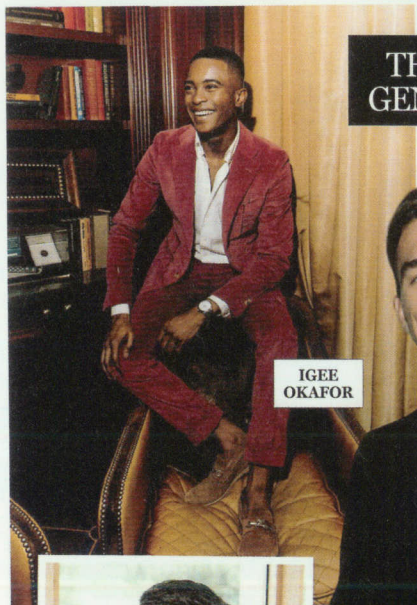
PLUS!
Chicster Convention
at NEMACOLIN

*Are You On
The List?*

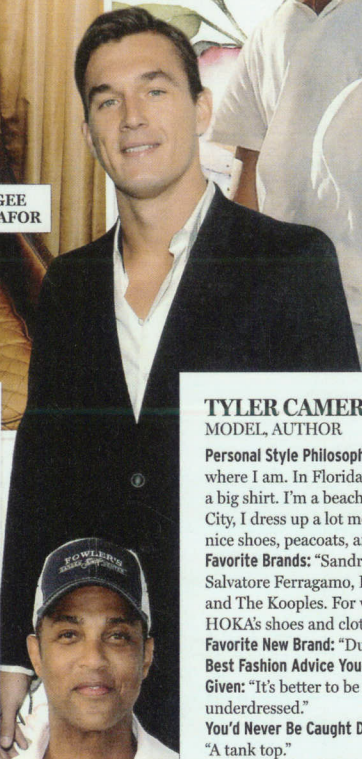
AND!

LOUBOUTIN, JENNIFER MILLER, UNSUBSCRIBED, BETTERIDGE, AND MORE...

THE GENTS



IGEE OKAFOR



TYLER CAMERON
MODEL, AUTHOR

Personal Style Philosophy: "It depends where I am. In Florida, bathing suits and a big shirt. I'm a beach bum. In New York City, I dress up a lot more. I wear jeans, nice shoes, peacoats, and turtlenecks."
Favorite Brands: "Sandro, Rag & Bone, Salvatore Ferragamo, Ports 1961, Theory, and The Kooples. For working out, I love HOKA's shoes and clothing."
Favorite New Brand: "Duvin."
Best Fashion Advice You've Ever Been Given: "It's better to be overdressed than underdressed."
You'd Never Be Caught Dead Wearing: "A tank top."
How Many Pairs of Jeans You Own: "Before *The Bachelorette*, I owned two pairs and now I own 20."
Fashion Inspiration: "Cam Newton."
Digital Fashion Destination: "Pinterest."



YORGOS TSIBIRIDIS



DON LEMON



BEN WATTS



FREDERICO AZEVEDO



TRIPOLI PATTERSON



CHRIS COFFEE



JOHANNES HUEBL



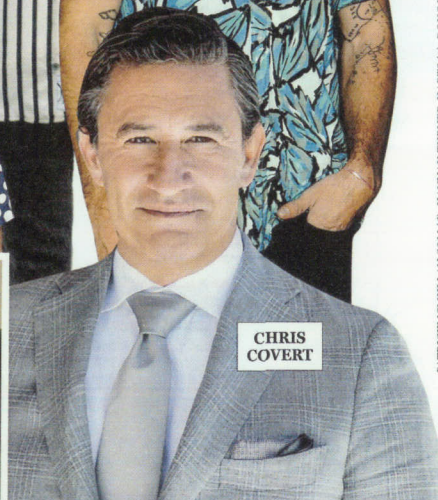
DAVID FLORENTIN



OLI BENZ



TIMO WEILAND



CHRIS COVERT

NEW SIGHTS
The Unlimited
Earth Care
Garden Market
opened in May.



UNLIMITED CREATIVITY

UNLIMITED EARTH CARE's unstoppable business continues to grow with another addition to its Bridgehampton location. Award-winning designer and longtime Hamptons resident **FREDERICO AZEVEDO** tells *THE DAILY SUMMER* about the new structure, what he loves about his job, and what everyone should be asking when it comes to landscaping.

By EDDIE ROCHE

What's new with Unlimited Earth Care?

The new Unlimited Earth Care Garden Market opened in May, so this is a big year for us. It's housed in a newly built modern, barn-inspired structure next door to the Garden Concept Store and our headquarters at 2249 Scuttle Hole Road in Bridgehampton. It marks a new chapter for UEC; we're offering a curated

selection of native and well-adapted plants chosen for the diverse environments of the Hamptons.

What trends are you seeing with your customers?

This year everything is about living and entertaining outdoors. After the winter we had, no one feels like staying inside, so I'm seeing that people are focusing on the atmosphere of their outdoor spaces.

What's special about Unlimited Earth Care?

We're a local Hamptons firm with an international eye for design. After almost 30 years of designing gardens and landscapes in the Hamptons, I understand what works, what's sustainable, and what's beautiful. Now with the opening of the Garden Market, my experience and sense of natural design is



Frederico Azevedo



Louis

more accessible. We're at the intersection of style and sustainability—easygoing yet elegant.

What native plants do you use the most?

Achillea, switchgrass, bayberry bushes, coreopsis, viburnum, flowering dogwood trees—there are many native plants and flowers that I use in my designs.

What questions should people be asking when it comes to landscaping?

People should ask themselves what they want out of their landscaping before they take the next step: Do they want to entertain? Invite butterflies to the pool? Watch the flowers grow from their bedroom windows? It's all about enhancing your life, and how to make that happen in a sustainable way.

The Hamptons has become a year-round destination for many. How has that had an impact on your business?

It's been wonderful. I've always designed year-round landscapes and now more people enjoy them than ever before. I like to create borders of evergreens in different textures and hues that take center stage when everything else has retreated—they become quite dramatic in the snow. I also sell designed accessories for chillier months, such as fire pits, so I try to help people enjoy their gardens for as long as possible.

When did your love affair with gardening begin?

At a young age I took it upon myself to rearrange my family's planters, and so I was given my own little plot to get creative with, and perhaps to encourage me to leave my mother's flowers alone. It gave me a great sense of pride and satisfaction to tend to my vegetables.

What do you love most about your job?

The relationships I build with my clients through their gardens. It's an interesting process because when I first present a project, there isn't usually too much to see, so they're trusting me, and to a certain degree I'm trusting in nature. The garden grows, Unlimited Earth Care maintains it, and they begin to come into the shop to buy statues, loungers, fire pits, as they discover what they love in their landscapes and how they can bring even more of their lives outside.

How did you end up in the Hamptons?

I'm from Brazil, and I studied in England, and when I saw the Hamptons, I recognized a natural paradise. All the seasons exist fully and across such a range of environments; there's nowhere else like it.

Sustainability is an important issue to you. How can we be more sustainable when it comes to our life outdoors?

Attract pollinators, plant native and well-adapted

species, and choose options that require less water. I encourage my clients to choose meadows rather than green lawns wherever possible.

What tips do you have for someone who would like to have a garden but doesn't have a green thumb?

Having a green thumb is about what you know. At the Garden Market, our plants and flowers have labels, such as "bee friendly" and "native," to help people make the right choices. Also, I recommend people looking to learn more about sustainable gardening in the Hamptons sign up for our weekly newsletter.

What organizations are near and dear to your heart?

Holiday House Hamptons is a design event founded by Iris Dankner that benefits breast cancer research and engages the design community. It's always a pleasure to participate, and even in 2020 the event successfully went virtual.

Your most recent book, *Bloom: The Luminous Gardens of Frederico Azevedo*, is still available.

Yes, it's available from our publisher, Pointed Leaf Press. It's a collection of photographs and short

discussions organized into natural design concepts: water, stone, green. It was a chance for me to break down my process and explain how I approach a site and how the different elements of garden and landscape design come into play. For some properties I'm creating a vista and a narrative entirely from scratch in a fragile environment, and in others I'm making an empty space feel more intimate and purposeful. A lot went into it, and I think that people who love gardening and design will enjoy it.

Where did you spend most of the winter?

In the Hamptons. I had more clients than ever spending the winter in their Hamptons homes for the first time, and I loved hearing from them as they saw their gardens bloom and change in ways that they would have missed any other year.

How's your dog?

Our new Frenchie puppy, Louis, is just discovering the joys of the garden. He toddles around sniffing intently and watching the birds—sometimes he even "works" at the store. ■



ALL IMAGES COURTESY



GREEN LAND

The Garden Market plants and flowers have labels, such as "bee friendly" and "native," to help customers make the right choices.