



# FASHION MAKES WAVES

GUCCI!  
DIOR!  
STELLA!

+ WHERE HAVE  
YOU BEEN,  
MONSIEUR  
LACROIX?

JILL  
KARGMAN,  
ODDER  
THAN EVER

FIVE O'CLOCK  
WITH SIR IVAN

THE  
INTRIGUING  
GENERATION:  
TIFFANY TRUMP,  
ANDREW WARREN...  
AND YOU!



# HEAVEN ON EARTH

*Our go-to garden guru returns with tips to ensure your grass is always greenest. Whether it's intel on the natural gardening movement, who's designing chic lawn décor, or simply protecting your plants from pesky deer, Unlimited Earth Care's founder, landscape architect Frederico Azevedo, has all the answers.*

BY KRISTEN HEINZINGER

**First things first: Which trends are popular out East this summer?**

Definitely the natural gardening movement and organic gardening. I've been working with organic plants since 1990, when no one was talking about organic or sustainable gardens. First, you have to make sure that the plants are able to be grown organically by choosing native plants. That's the best way to guarantee low use of pesticides and water, because water is also a problem. It's important to choose flowers that bloom at different times, so you have blooms from the beginning of the season until the end. When certain varieties of flowers stop blooming, the others start, so every time you look at the garden, it's a different experience. If you plant everything that blooms in the early spring, you will have summer and fall without anything. Or vice versa.

**Which plants that are native to the East End do you prefer?**

I love Ironwood—it has a big white flower—bayberry, coneflower, menards, Clethra alnifolia, hyacinth, fern, and beach grass.

**Is there high demand for exotic, nonnative plants?**

Not really. I try to get my clients to be more inclined to plant what's going to work. Sometimes, they go on a trip and have an image of something they saw and want to transport it to their backyard, but that usually doesn't work. What I try to do is translate those ideas, and adapt them to something that won't cause frustration.

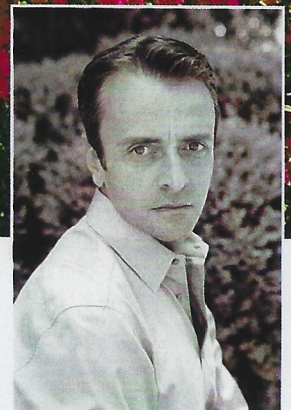
**What's your advice for dealing with deer?**

In East Hampton, the population of deer is amazing,

and they're really predators of gardens. The best thing is to choose varieties that don't attract them, like salvia, calamintha, sage, lavender, agastache, peonies, and all varieties of ferns. And you can build a fence, too!

**How are clients ensuring that their properties stay private?**

Privacy between neighbors is more common than privacy from the road these days. Houses built during the '60s and '70s had high hedges in the front, but that has faded away as people want their homes exposed. The hedges are much lower, and you can approach more of the house from the street. Hedges in different kinds of evergreens give more privacy and are always the best way to go, as they screen year-round.







***"IT'S IMPORTANT TO CHOOSE FLOWERS THAT BLOOM AT DIFFERENT TIMES, SO YOU HAVE BLOOMS FROM THE BEGINNING OF THE SEASON UNTIL THE END."***

surround the courts and a lounge area. Normally, I do more terrace gardens in the city.

***We hear you hosted a special gallery at your Bridgehampton Concept Store.***

On June 11, we put up the exhibition of Frédéric Avella, a French artist. I met him in Paris, where he did the windows for Le Bon Marché during the men's shows. He did flamingo sculptures made of fiberglass. Last year, I brought over some of his sculptures to the Hamptons, and I sold out in less than 30 days. This year, he came for the opening of the exhibition. Basically, the sculptures are oversize animals designed in a cartoon form from fiberglass. They're pretty much all white, wearing striped blue and white tank tops. There were clients calling to reserve the pieces before they went on sale.

***What else is new at the shop?***

We always have new pots made of fiberglass in different colors. This year, we have them in fuchsia, which is a new color for us. We have sculptures of fruits, like a black apple and a green pear. From an Italian company, we have amazing benches. One looks like a wheelbarrow, but since it's a flatbed it's actually a garden bench. We also have different kinds of lanterns with candles. We sell mostly things that I design or by European designers. I go to different fairs in Europe and try to pick out the most unusual pieces. I spend the off-season researching, meeting different designers, and networking with landscapers.

***What do you do to take a break from gardening?***

I'm very busy—I work, like, 15 hours a day—so on Sundays I like to paddleboard in Shelter Island on Sunset Beach. I also like to bike there, and go to the farmer's market.

***What's going on in your personal garden?***

It's always exciting, and I'm always looking into it. My son and my daughter really treasure it, and grew up appreciating it more than me, actually. Hearing them talk about our garden makes me like it even more. I remember when my son was really small, we went to see a Disney movie, and it had this amazing garden, and he said, "Dad, that's one of your gardens, right?"

***What are you looking forward to experimenting with in your own garden this summer?***

Because I live in North Haven, the garden is very exposed to the deer. I always like to experiment with different kinds of flowers and see how they react being exposed to the wildlife.

***What do you do when something you didn't plant appears?***

Usually it's carried from a neighbor or another neighborhood by the wind. There's a holly tree that grew from a seed of the holly tree from a neighbor next door and has been growing since we moved here in 1996. I love it when things just show up. ■

## WILD ONES

*As the natural gardening movement continues to blossom, Azevedo dissects one of his chic creations.*



### 1. HELIOPSIS

"I put them at the back because they're taller and bloom from the end of June and into August. They also attract butterflies."



### 2. SALVIA

"It's a purple flower, but the flowers are already drying [in this garden] so just the tips are purple. Salvia is one of the first to bloom, in May."



### 3. SHASTA DAISY

"Daisies are field flowers, so there's nothing more appropriate in a farm field. They naturally grow to be 3 to 3.5 feet tall."



### 4. ECHINACEA (CONEFLOWER)

"This flower is native to the Hamptons, so it's easier to grow naturally."



### 5. CREPE MYRTLE

"It's a pretty fuchsia, like Lythrum, and blooms from August to September. But by the time it does, the Lythrum is no longer in bloom."



### 6. LYTHRUM

"I like to mix shapes and heights, like the round shape of the daisy with the vertical shape of the Lythrum. Your eyes should have movement."

### ***How do you treat front yards and backyards differently?***

People are more inclined to spend time in the backyard versus the front yard. The front yard is more functional; it's either the way you're going to get into the garage or to the backyard or into the house, or out from the driveway to the street. So the position of the driveway is a big thing in the front yard's design. The backyard is all about your outdoor living. Where is the patio going to be located? Where will you be entertaining? Where will the pool go? What is the size of the pool house? It's also about the views of the gardens from the house, like the screening of tennis courts, if the house has them. In the front yard, it's important to have a good space for parking, because street parking is always a question out here. And it's important to create an attractive foundation garden to give depth to the house so you don't see where it ends, but just see a beautiful contouring of gardens.

***What's one of the more obscure projects you've worked on lately?***

A rooftop tennis court, which we screened with hedges. We created terrace gardens on the roof to