

# DOUCE

VITA

## IVANKA TRUMP

Born rich but not spoiled!

This **Holiday season**, don't look for angels atop trees but among crowds

**FASHION:** From Belize to Brazil, formal wear is *caliente!*

WINTER 08/09 U.S. / CAN \$5.95  
Display in Fashion / Lifestyle until Feb 27



# ALAN POURVAKIL

## Rolling out Red-Carpet Creations

**T**hrough his uber stylish design house, W. Studio, Alan Pourvakil brings the most elaborate rugs and tapestries into the country's most discerning homes. Designing each award-winning rug as though it were a piece of clothing on a couture runway, Pourvakil's studio is making waves in the dynamic world of home décor.

Pairing new colour palettes with classic designs, Pourvakil's designs speak for themselves, making bold statements of avant garde exclusivity and impeccable style. Putting a modern spin on a centuries-old practice, Pourvakil weaves personality into each of his designs.

To ensure a unique work of art every time, Pourvakil offers custom designs to his discerning clients, often visiting with them and becoming familiar with their homes and lifestyles. "I think you can tell a great deal about a person by the way they dress," says the artist. "People tend to surround themselves with colours that complement them, so if a woman wears burgundy reds instead of corals, I know that she prefers jewel tones to earth tones, and I can incorporate that into my design."

For Pourvakil, style is a reflection of lifestyle. "It is determined by what you want out of life, your career, people's expectations of you, and at the same time, what it is that you want to convey," he shares. Pourvakil says that he has noticed a significant shift in style to simpler and less formal. "Presidents and prime ministers don't even wear ties anymore, everything is more relaxed, and that's how I would describe my own style ... *Aux naturale.*"

A native of Iran, Pourvakil's fascination with the ruins of the Persian Empire introduced him to his current love of Persian rugs and tapestries. "The culture and heritage has always been passed down through its art, and it's sort of been modified throughout the years with modern touches," he says. His close connection to the ancient art form has set him apart from others in the industry, helping him to create the most authentic designs on the market. Today, he maintains this connection by travelling to India and Pakistan, to keep abreast with the latest trends and techniques.

A testament to his incredible talent, Pourvakil's designs adorn the floors of the Royal Ontario Museum's Renaissance ROM galleries, giving them an unmistakable air of elegance and prestige. W Studio has designed and donated over 20 rugs so far, and Pourvakil values this relationship. "It's important to give back," he says. "It's the only source of real happiness."

True to his word, Pourvakil serves his community in a multitude of ways. He protects the environment by using renewable resources of wool, silk and cotton, and contributes to foundations like Doctors Without Borders, Hospital for Sick Children, Reach for the Rainbow and the AIDS Committee of Toronto. Most recently, Pourvakil registered the W. Foundation, as a way of ensuring that his weavers are looked after, and given basic human rights such as free medical care and education for their children. <sup>®</sup>

[www.wstudio.ca](http://www.wstudio.ca)



Alan Pourvakil, founder and creative director of W. Studio

**Dolce: What's your favourite city?**

**Alan:** Chicago

**Dolce: What's your favorite soup?**

**Alan:** Lentil

**Dolce: What are your hobbies?**

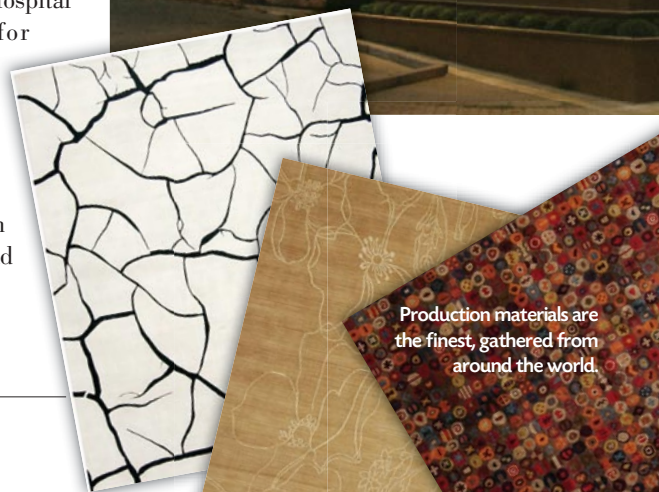
**Alan:** Outdoor photography

**Dolce: What is your favourite book?**

**Alan:** *Audacity of Hope*, by Barack Obama



The lavish W. Studio was created for the affluent consumer.



Production materials are the finest, gathered from around the world.