



# 40 new classics (from target!)

Designer Thomas O'Brien's versatile, totally chic and unbelievably well-priced debut line for Target is right at home in his 19th-century house. In fact, it's hard to tell the difference between these new pieces and the old-guard ones.

photographs by JASON PENNEY text by STEPHEN TREFFINGER

A 19th-century former schoolhouse may seem an unlikely backdrop for a U-Haul's worth of new stuff from Target. But that's the beauty of Thomas O'Brien's Vintage Modern collection: It doesn't feel new. The pieces he's created have a timeless quality, which is why they assimilate so naturally into his 1833 neo-Classical revival house in Bellport, Long Island. The Target items, like the antique and modern pieces he treasures, are distinguished by clean lines, European-style sophistication and, most important, good design and solid craftsmanship.

Such attention to form is trademark O'Brien. He is the founder of Aero, a design studio and retail store in Manhattan's SoHo that is known for its confident mix of vintage and contemporary collectibles. He also masterminds upscale furniture lines for companies like Hickory Chair as well as custom pieces for private clients. O'Brien took his savvy to Target but left the high price tags behind. There are 500 pieces in total: everything from major furniture to rugs to bedding (alas, no kitchen sink!). The triumph of the line is a remarkable level of finish and detail—not surprising given that O'Brien closely monitors the way the pieces are made. And what could be a stronger testament to their quality than the designer's decision to bring them home with him?



## the new classics

1. Large "Classic Silhouette" table lamp \$49.99
2. "Vintage" paperweight clock \$19.99
3. "Modern" wood candlestick lamp \$39.99
4. "Opal Spiral" vase \$29.99
5. "Modern" desk \$199.99
6. "Modern Blue" throw \$29.99
7. "Modern" round low table \$149.99
8. Two-tone box \$39.99
9. "Circle" carpet \$149.99
10. X-base nesting tables SET OF THREE \$129.99

## STYLING NOTES

O'Brien balances the gloss of modern objects with the patina of older pieces for a rich layered look. Different woods are mixed freely, punctuated by metals and tempered by textured blankets and pillows piled about the living room.

**BTW:** According to O'Brien, white floors don't show dirt and dust as much as dark ones do (we were surprised, too!).

## the new classics

- 11. "Natural Modern" fringed throw \$29.99
- 12. Drop-leaf dining table \$299.99
- 13. Bowls \$4.99 EACH  
dinner plates SET OF FOUR \$24.99 "Vintage Tortoise" napkin rings \$2.99 EACH "Sheer Color Weave" napkins \$4.99 EACH tumblers \$3.99 EACH glass candleholders \$9.99 AND \$12.99 EACH rolled handle flatware 20-PIECE SET \$34.99
- 14. "Modern" bench \$99.99
- 15. "Modern" carafe \$16.99
- 16. Salad plates SET OF FOUR \$19.99
- 17. Wood charger \$5.99
- 18. Deco wall clock \$24.99
- 19. "Natural Modern" baking dish \$29.99/PAIR
- 20. "Modern" calendar dish towel \$5.99
- 21. Kitchen towel \$3.99

The line is all about the contrast of things: soft and light against strong silhouettes.



### STYLING NOTES

The designer creates a dramatic interplay between the substantial drop-leaf dining table and the almost weightless chairs from the 1950s. The Target table's bold cutouts cleverly relate to the chairs' see-through string seat and back: Both let light in and boast strong lines. The transparent blinds and pale palette of the tableware reinforce the lightness.



### the new classics

- 22.** "Retro" task floor lamp \$59.99
- 23.** "Opal Spiral" table lamp \$49.99
- 24.** "Modern Blue" coverlet \$89.99 duvet \$69.99 standard sham \$19.99 flat sheet \$29.99 fitted sheet \$29.99 standard pillowcases \$19.99/PAIR and throw pillows \$24.99 EACH
- 25.** Embroidered throw pillows \$24.99 EACH
- 26.** "Modern Blue" European sham \$29.99
- 27.** "Simplicity" standard pillowcases \$19.99/PAIR
- 28.** "Simplicity" cotton coverlet \$99.99
- 29.** "Rich Neutral" silk coverlet \$129.99



### STYLING NOTES

"If things are vintage, let them look vintage," O'Brien says. Hence, the webbing on the '50s bent-wood chair is slightly worn and the bed's green Rust-Oleum paint is chipped. Even the embroidered Target bedding seems as if it has been collected over time. The muted tonal spectrum allows tailored stripes to lie next to Indian embroidery without appearing random.





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#### STYLING NOTES

The vintage-y color scheme (buttery yellow, cornflower blue and ivory) is in keeping with the period of the house—and the O'Brien aesthetic. The preppy stripes on the shower curtain feel old-fashioned, while the bold ring pattern on the rug and towels gives the room modern punch.



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For more decorating tips from Thomas O'Brien, go to "Know-How" at [dominomag.com](http://dominomag.com).



#### STYLING NOTES

A cool, industrial-chic desk lamp—one of the first items O'Brien came up with for the Target collection—and a folding metal desk play off the warm, dark wood chair and spotted calfskin throw. The rug lives in both worlds by being graphic and plush at the same time.

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#### the new classics

- 30. "Modern Blue" soap dish \$9.99
- 31. Washcloths \$6.99 EACH
- 32. Black-and-white interlocking tables SET OF TWO \$39.99
- 33. "Modern Blue" shower curtain hooks SET OF 12 \$9.99
- 34. Blue yarn-dyed shower curtain \$29.99
- 35. "Silhouette" bath towel \$9.99
- 36. "Modern Blue" circle bath rug \$19.99
- 37. Pivoting "Retro Modern" lamp \$59.99
- 38. Mirror and wood dresser clock \$24.99
- 39. Leather tote \$39.99
- 40. Chenille runner \$59.99

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the end