

RETAIL

The Primary Essentials

BY TIFFANY JOW

**PORTRAIT BY JULIAN UNGANO AND
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True to its name, the recently opened Brooklyn boutique The Primary Essentials presents utilitarian objects in a stripped-down space owned by 29-year-old Lauren Snyder, a fashion stylist who studied interior design at Pratt Institute. Snyder and her boyfriend, architect Keith Burns, gutted the Boerum Hill space (a former photo studio) to let natural light pour in through the front and rear windows, the latter of which reveals a backyard garden. TPE's stark, gallerylike walls emphasize its palissandro blue marble sales counter, which Snyder designed with Burns. (Area woodworker Hub Moore built the waxed plywood storage system.) A stately butternut library table, created by Snyder's friends from design studio 50A, presents an

ever-evolving feast of pared-down wares, including Doug Johnston's free-form rope vessels, Suzanne Sullivan's misshapen ceramics, and Fort Standard's Crest bottle openers. Other finds in the store include Chiaozza's teepee-like mirrors and Kathleen Whitaker's understated jewelry. This spring, TPE will carry exclusive drawings by artist Caroline Z. Hurley and an original mini-collection of textiles by Emily Neal. It will also host events, workshops, and other happenings with local artists. "I've become increasingly interested in the way they live their lives, the things people keep close to them, and how they create a fuller picture of their personal styles," Snyder says. "This store represents some of those tiny details."

