



TASTEMAKERS

Prosper Assouline



PROSPER ASSOULINE'S

FAVORITE THINGS

The publisher shares his chic must-haves

By ALEV AKTAR

THEY say you can't judge a book by its cover, but Prosper Assouline has proven that old adage wrong. The Moroccan-born, Paris-raised tastemaker founded his publishing company, Assouline, more than 20 years ago with his wife, Martine — and the pages of their exquisite tomes on art, travel and fashion are every bit as inspiring as their striking jackets. Now the stylish New York-based couple has branched out into bespoke libraries, curating the assortment at Hudson Hotel's Library Bar and the Shephard building in Greenwich Village. They've also designed the three-floor Hemingway Tower, opening later this year at the Surf Club in Miami. Here's a look at a few of Prosper's must-haves from around the world.

PHOTOS COURTESY OF THE DESIGNERS.



"My lifetime fragrance. It used to be called 'Bois Noir' and was exclusively sold at rue Cambon in Paris." Egoïste eau de toilette spray, \$92 (3.4 oz.) at Chanel.com



"The best! I love this brand — it is a French family company." Eclat Naturel hair-styling cream, \$46 at LeonorGreyl-USA.com



"My travel partner. I've tried all the headphones and these offer the best sound quality." Master & Dynamic x Assouline headphones, \$495 at Assouline.com



"Orlando designed bespoke hats for me, playing with mixing colors and fabrics." Worth & Worth by Orlando Palacios "Black Ash" beaver-fur felt hat, \$950 at HatShop.com

"My first printed scarf was gifted to me by Gilles Bensimon. Since then it's been my favorite. I always have it on." Cashmere-and-silk scarf, \$720 at Hermes.com

"To not lose my keys! And because this is the least expensive item at Tiffany!" U-shaped key ring in sterling silver, \$180 at Tiffany.com



"Our first illustrated novel [released in January]! The start of the new collection." "Manhattan's Babe" by Frédéric Beigbeder, \$35 at Assouline.com



"My best birthday gift! The pen has many lacquer layers, it is the best of Japanese craftsmanship." Namiki Emperor Vermilion Urushi fountain pen, \$1,600 at Nibs.com

"Written by the best sommelier in the world, it required two years of research. The wooden clamshell is made by hand. Each page and each wine label was glued by hand." "The Impossible Collection of Wine" by Enrico Bernardo, \$845 at Assouline.com