

trovare home

vintage. modern. style.



December 8, 2008

Contact: Pamela Frisoli
T: 203.869.5512 / themart@optonline.net

FOR IMMEDIATE RELEASE

Pamela Frisoli stylishly blends vintage and modern

Pamela Frisoli thinks of herself as part editor, part designer – hand-picking unique furnishings from the past and present so that others can find them at her newly relaunched store, **Trovare Home** in Cos Cob, CT. With her trained eye and life-time exposure to art and antiques, Pamela unabashedly promotes vintage furniture and accessories for their style and craftsmanship. “Discovering new life in an older piece of furniture is what gets me excited,” she says. “It’s the ultimate in going *green*.”

This fall Pamela relaunched the former Commission Mart as **Trovare Home – vintage. modern. style**. Why the name “Trovare” you might ask? “Tovare is the Italian word for *find* – and that’s exactly what I do,” she says. “I discover exceptional furnishings from estates all over the country and frequently update these vintage pieces with new finishes to give them a totally different, more modern look.”

“At **Trovare Home**, I offer distinctive early- to mid-20th century furnishings that I think are the very best considering both value and design – then I incorporate exceptional new accessories into the mix,” she says. “It’s all about creating a style that mixes the old and the new in a hip, sophisticated blend.”

Pamela thinks the transition from Commission Mart to **Trovare Home** was a natural progression. “Running a consignment shop for several years was an incomparable education in interior design, period pieces, quality craftsmanship and trends,” she says. It’s experience she values as much as when she was eight and put her family’s living room furniture on the front lawn to sell to the neighbors. “That was a fairly successful venture until my father came home,” she remembers. “My love of furniture has a long history,” she adds, “and I love creating a shop interior designers and style-conscious consumers consider the go-to place for one-of-a-kind furnishings.”

Pamela and her husband, Greg, live in Greenwich with their three-year-old twins.

Trovare Home, located at 245 East Putnam Avenue in Cos Cob, CT, is open Monday through Saturday, 10 a.m. to 6 p.m. Design consultation is available by appointment by contacting the store at 203.869.5512 or www.trovareathome.com.

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Trovare Home – vintage. modern. style.

Trovare Home – Pamela Frisoli’s relaunch of the former Commission Mart in Cos Cob – is a “find” for anyone looking for stylish vintage furniture and accessories. And nestled among the early- to late-20th century pieces are equally beautiful contemporary accents, creating a sophisticated and chic layering of old and new.

Inspired by the Italian verb “to find,” Pamela does just that, locating choice pieces that are the very best in style and value. “I believe in the quality of vintage furniture and the importance of “good bones,” she says.

Mainly she searches for furniture with design integrity. Then she asks how it can be made even better and decides how to update it. “A well-traveled, elegant, hand-crafted piece may only need new upholstery, a modern lampshade or an updated lacquered finish to give it many more years of life,” she says.

Other well-traveled pieces that she hand picks for **Trovare Home** remain unchanged. For instance, a leather-topped desk marked with a glass ring or ink spot shouldn’t be touched. “That desk has a fascinating story to tell,” she says, “And the markings that show wear are what make it unique.”

When talking about her view of a well-styled life, Pamela takes an old world approach – juxtaposing modern pieces with chic antiques. “Then,” she says, “I like to add a touch of the exotic. I want my customers to feel as though **Trovare Home** is an exquisite little jewel box boutique – a source for new and creative items that make a house stand out and look lived in, relaxed and well loved.”

To celebrate its new name – which reflects the essence of the store – the clean lines of the building have been refreshed with a coat of dove gray paint accented by welcoming chartreuse doors. Arched windows and doorways that connect the store’s three rooms retain their original 1930’s feel. Neutral walls and sisal floor coverings provide a subtle interior backdrop. “The shop itself has good bones and I wanted to highlight them,” says Pamela. “It’s one of the things I do best.”

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Design integrity, sophisticated accents and hand-crafted elegance are a find at Trovare Home

As a go-to place for one-of-a-kind furnishings, **Trovare Home** carries both chic antiques and exquisite modern pieces. The furnishings boutique, located in Cos Cob, CT, delights in showcasing the dramatic possibilities of layering old and new. "Though I specialize in early- to late-20th century furniture," says shop owner **Pamela Frisoli**, "I like to juxtapose those pieces with beautiful contemporary accents."



Trovare is the Italian word for *find* – and that's exactly what Pamela does. "I discover exceptional furnishings from estates all over the country and frequently update these vintage pieces with new finishes to give them a totally different, more modern look. Then I incorporate exceptional new accessories into the mix. It's all about creating a style that mixes the old and the new in a hip, sophisticated blend."

A few of the stylish vintage and modern furnishing found at **Trovare Home** include: silk pillows with stud details, vintage ceramic monkey (*left*), updated 60's club chair modified with buttons and upholstered in celery linen, faux "horn" lamps (*bottom left*), and a gently loved leather rhino from Abercrombie (*bottom right*).



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The chic mix of vintage and modern that fills the three rooms of the recently relaunched store is a visual statement of **Pamela Friscoli's** hip, sophisticated style.

Other "finds" at **Trovare Home** include the spectacular "monkey" lacquered tray (*right top*), available in several sizes with different animals.

A James Mont style chaise lounge, updated with Donghia blue linen upholstery, is accented with a vintage blue case glass decanter, silver sequin-detailed "skyscraper" pillows and a ready-for-napping Andrew Morgan Collection throw (*right center*).

The bench (*bottom right*) covered in a suzani textile and outlined with brass studs is a masterpiece of fabulous needlework and elegant style. Boxed black and white photography prints are a contemporary way to incorporate a classic look.

Indoor-outdoor open lattice metal urns (*below*) are paired with a vintage pewter tureen and ceramic foo dogs.

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