

COLLECTION™

Published by Robb Report

August 2013

So Very Special

Mercedes-Benz's Bespoke Roadsters are Bringing Record Breaking Returns



DRAWING ON DISNEY

Art from the Magic Kingdom's Classic Films

FROM RUGS TO RICHES

The Oriental Carpet Market Is Flying High

CAR CURRICULUM

A University's Commitment to Antique Autos

TOP SHOPS

Exceptional Shopping

COMPILED BY SHAUN TOLSON

Added Values

Louis Salerno's New York art gallery, **Questroyal Fine Art** (www.questroyalfineart.com), doesn't look or feel like a traditional art dealership. Instead, the 3,500-square-foot retail space evokes a sense of home, and that reflects Salerno's own passions as a collector. "We try to give people a general idea of how they can express themselves through the paintings and how the paintings can work within the home," he says.

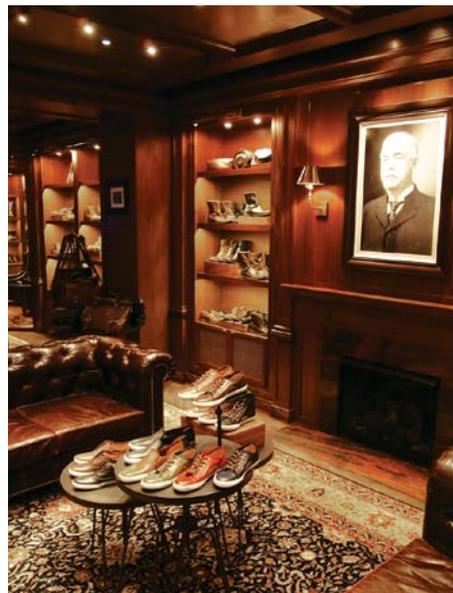
Unlike many galleries, which operate through a consignment system, Questroyal owns all of its artwork outright, which allows the business to operate transparently. Salerno believes that gives him an edge and helps him to better serve his clients. "We've invested our capital, so we've taken the risk," he explains. "That's the only definitive way for a gallery to demonstrate its conviction and its belief in the quality of the paintings that it sells."

The gallery owns about 400 works of art at any given time—all 19th- and early 20th-century American pieces, most reflecting visionary painters in the Luminism and Hudson River School styles. Salerno acquires most of his pieces through auction and he shares all of that acquisition information with his clients. "I let them know some of the negatives that I needed to get past and why the positives outweigh the negatives; it becomes an education process," he says, adding that he also shares how much he paid for each piece. "You might buy the painting, you might not buy the painting, but the experience is unique. You're getting in the mind of the owner and learning why I paid what I did and why you might want to pay more."



NOTE

Tell us about a great store, boutique, or gallery that you've visited and you may see it on these pages in a future issue. E-mail the editor at shaunt@robbreport.com or comment on [Facebook/Robb Report Collection](#).



FASHIONABLE FOOTWEAR

John A. Frye opened the doors to his modest shoe shop on Elm Street in the town of Marlborough, Mass., in 1863. According to the company records, he didn't design his shoes to set trends, nor did customers purchase them for their style. Much has changed over the last 150 years. The **Frye Co.** (www.thefryecompany.com) now produces hundreds of styles of shoes and boots for men and women, and in May the company opened its second, 21st-century flagship store, located in Boston (its first, in New York City, opened in 2011). According to Michael Petry, the company's creative director, each flagship location is designed to reflect the brand's history—tools once used in vintage workshops have been repurposed as furniture, lighting fixtures, and merchandise displays. "The design of our Boston flagship captures the brand's strong heritage," he says. "It incorporates materials that would have been found in our first shoe factory, such as workbenches and wide planked floors."

The store offers about 3,000 square feet of retail space and includes a men's lounge equipped with a large-screen television, and a library accented by two leather couches and a gas-lit fireplace. According to Petry, those design elements are unique to the Boston store and reflect the brownstone's residential past. "We are dedicated to the heritage not only of our brand, but the buildings that we occupy," he says. ☐