

SHOP TALK



The interior of Tamam.
LEFT, FROM TOP: Lovebirds hand-embroidered pillow by Clare Louise Frost, \$240; Polly enamel charger, \$46, and Melvin napkin, \$65 for four, by Tulu Textiles.

Turkish DELIGHT

A NEW HOME-DESIGN STORE IN NEW YORK'S **EAST VILLAGE** IS THE NEXT BEST THING TO SHOPPING IN ISTANBUL'S GRAND BAZAAR.

BY INGRID ABRAMOVITCH
PRODUCED BY PARKER BOWIE LARSON

AT JUST 450 SQUARE FEET, THE NEWLY OPENED home-accessories boutique Tamam is tucked snugly among the old tenements and storefronts of Manhattan's East 5th Street. Stepping into the diminutive shop is like wandering into Istanbul's Grand Bazaar—or at least into a miniature version of the famed Turkish market, where every item has been handpicked and curated and there is no need for haggling. The trio of owners are a decorating triple threat: Elizabeth Hewitt is the designer of Tulu Textiles, whose hand-printed patterns are a favorite of Nathan Turner and Jeffrey Bilhuber; Clare Louise Frost has her own line of fabrics and kimonos; and Huseyin Kaplan is one of Turkey's top antique-rug dealers. "We opened the store by happy accident," Frost says. "We weren't planning to, but then we stumbled upon the space and knew it was as good as done." The shop's

name is "the Turkish word for 'OK, sure, alright, uh-huh, yup, ready, complete,'" notes Hewitt, an American based in Istanbul. "It was the only logical answer when we realized we were opening a store."

The colorful boutique, which will have its grand opening on March 20, is filled with rare and unusual finds from Turkey, Central Asia, and India, such as antique Kütahya and Kuznetsov ceramics, midcentury rugs by the Turkish designer Zeki Müren, hand-painted Iznik tiles, and angora tulu carpets in custom colors. Just as compelling are Hewitt's and Frost's own distinctive collections, including bedding sets, table linens, scarves, and enameled plates inspired by 19th-century Russian roller prints made for the Central Asian market. "We are selling what we make and what we ourselves collect," Hewitt says. "Tamam is all the things we love." shop-tamam.com ■