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STYLE

A Stylishly Secretive Store for Design-Obsessed Men in Los Angeles

By DEGEN PENER JUNE 19, 2015

Then in May, the store relocated 12 floors down, to a street-level storefront in the same building, 549 South Olive Street, facing Pershing Square. Twice as large as before, the space has soaring ceilings and surfaces that alternate between polished and raw concrete. “We need more space for the art exhibitions,” Mr. Libert said.

The new store features its most rarefied item yet, something called an “immaterial sculpture.” It could also be called perfume, though with a conceptual twist. Created by the French artist [Unglee](#), who is known for constructing fictions about his life, the perfume is named Tulipe Bleue and is said to be made from the blue tulip, a flower that does not exist.

At the opening night reception in April, a soundtrack by the French composer Fabrice Ravel-Chapuis played while guests ogled vitrines that held the \$185 perfume and a \$2,300 artist-edition in a blue-glass bottle. (The current exhibit features stainless steel sculptures by the Paris artist and designer [Arik Levy](#).)