

office envy

Creative Co-op

Step inside Laguna Beach's Sourced: A California Collective where a crew of creative, like-minded women connect through hard work and shared space.

BY RHEA CORTADO // PHOTOGRAPHED BY BRANDON HARMAN

Steps away from the shores of Laguna Beach, California, the charming Sourced: A California Collective house feels more like the home of a vintage-obsessed artist than shared office studios. But that's exactly the way this co-op of creative entrepreneurs—who each occupy space within the house—want it to be.

Though each tenant (there are currently 10, representing seven businesses) practices a different art form, their respective talents flow seamlessly together under the exposed-wood ceilings in the 1,800-square-foot house, which opened its doors as Sourced last August. In the “living room,” any item with a dangling price tag—from Indian tapestries to travel-worn suitcases that would make Wes Anderson swoon—is handpicked and sold by vintage dealer and Sourced cofounder

Rachiel Macalistaire, 45, ReDeux Studio interior designer Cynthia Burke Holloway, 48, and her assistant, Vanessa Holliday, 29, display an insane selection of custom upholstery fabric and bedding, enough to satisfy even the pickiest client. And the stark white area belonging to Allison Hoffman Tosti and Katie Vanderveen's Allison Kate stationery business serves as an art gallery of sorts, showcasing their custom-designed invitations (wedding invites are their specialty). “We like that really clean look,” says Vanderveen, 35, of the business partners' mutual appreciation for simplicity. “It highlights the work—white opens the space up.”

Floral stylist Veronica Lowe's company, The Bloomin Gypsy, lends scent to the scene; the aroma of flowers transcends space dividers whenever she prepares arrangements for a big event, be it a wedding, shower or corporate



CLOCKWISE FROM TOP: Clothing, antique jewelry and home décor curated by vintage dealer Rachiel Macalistaire greets clients entering Sourced: A California Collective in Laguna Beach, California; a chalkboard in a front window advertises the various businesses inside the house; a selection of Macalistaire's vintage travel trunks and blankets for sale; the ReDeux Studio interior design space features pillows, bed linens and candles, as well as a wall of swatches for custom orders.

“From sharing ideas to partnering with our clients, we [are] all better as a team than as individuals.”
—Cynthia Burke Holloway, interior designer



shindig. And those are just a few of the companies sharing the home, which is literally bursting at the seams with creative energy. “Most people come here because they have someone to meet,” says Macalistaire. “They show up for [one thing] and find there is a lot more.”

In such a nurturing, all-female environment, afternoons often become impromptu arts-and-crafts and creative brainstorming sessions at the communal lunch table. During crunch times, Lowe enlists her office mates to help cut yards of eucalyptus for garlands and even rush-deliver floral arrangements to events. As vintage typography enthusiasts, Allison Kate's founders have hosted calligraphy workshops at Sourced that are also open to the public. “Every day is truly inspiring,” says Tosti, 35. “Each woman in this space has made a decision to live a custom-designed life regardless of financial hardships or family circumstances.” Lowe, 33, puts it simply: “We just get each other—it's a breath of fresh air.”

When it comes to personal style, the choir of individuals sings the same tune, one that centers on an undying love and appreciation for vintage. Macalistaire is the grande dame, with her addiction to all things antique; her own home, a 1920s cottage just around the block, is well known in the community for being featured in home-design magazines and fashion photo shoots. “It came out of a pure obsession with vintage and [a love

of] going to flea markets every weekend,” says Macalistaire of how her resale business started. Her signature look consists of piles of jewelry—art deco rings, stacked bracelets and chunky necklaces—all worn at once.

Lowe's go-to uniform includes black dresses, jeans, vintage boots and turquoise jewelry, but she dolls up her Sourced space with colorful woven rugs and eclectic wall art. Tosti's style is monochromatic and minimalist, accented by costume jewelry from her grandmother. “I love wearing all white with a vintage gold necklace or all black with a vintage bag,” she says. And staying true to her preference for a simple aesthetic, Vanderveen leans toward classic tops, great-fitting jeans and pointy-toe flats.

As Holloway's assistant, Holliday spends a lot of time moving furniture around in clients' homes, meaning comfortable attire is a must. She favors plain V-neck tees with funky bottoms (colored skinny jeans and patterned leggings) and riding boots in the winter. Holloway, on the other hand, expresses her style through bedroom design. “Bedding is a big home décor thing for me,” she says. “I always say you spend half your life in bed, so it should be yummy.” As one of the most experienced businesswomen in the collective, Holloway has a wise perspective on the creative bond the women have formed: “From sharing ideas to collaborative partnering with our clients, we [are] all better as a team than as individuals.”

FROM TOP: (L to R) Katie Vanderveen, Rachiel Macalistaire, Veronica Lowe, Allison Hoffman Tosti, Cynthia Burke Holloway and Vanessa Holliday in the Sourced “living room”; The Bloomin Gypsy space; custom invitations, stationery and a vintage typewriter in the Allison Kate office.

