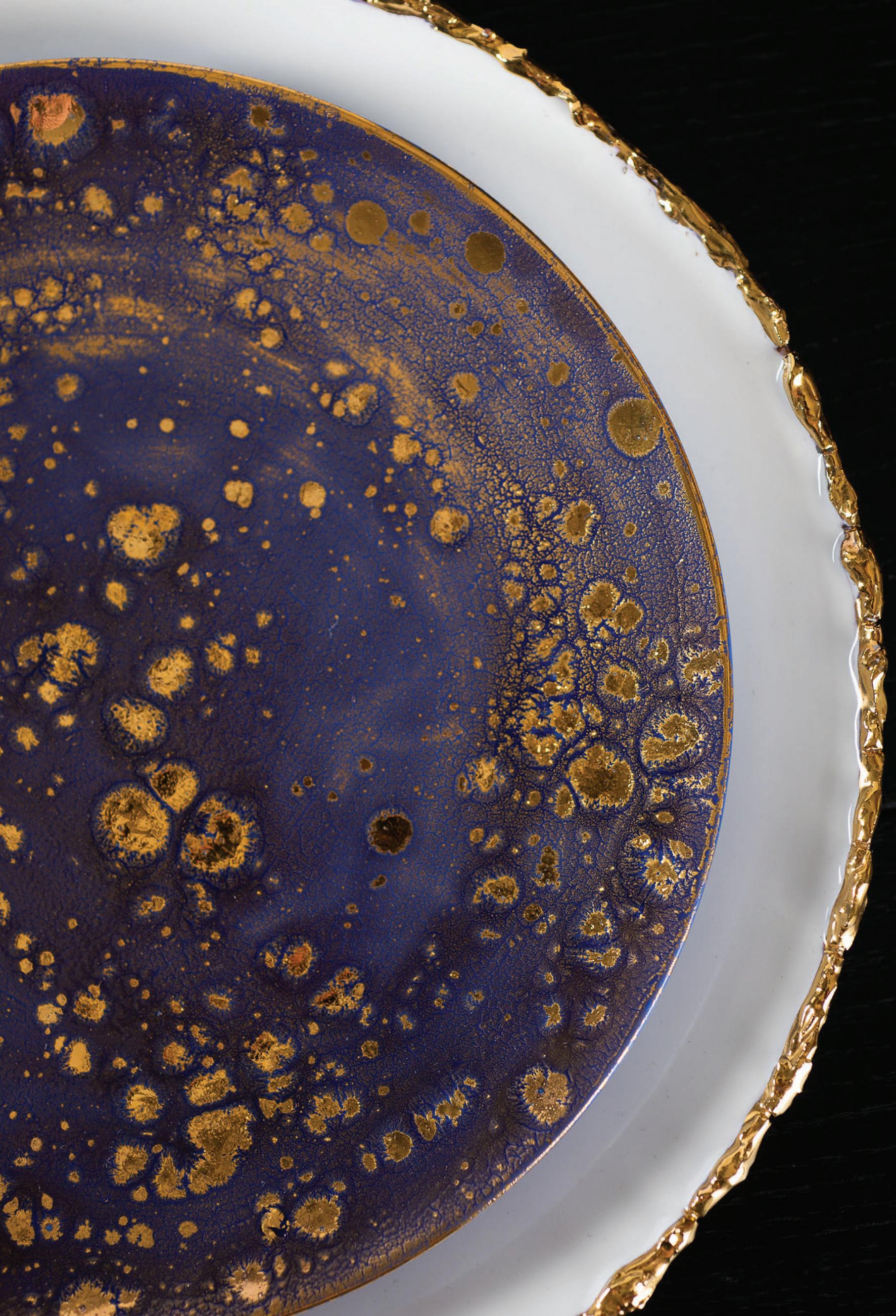


THE CATALOGUE

VOL. 01

FRAN BERGER



FRAN BERGER

IN 1995, FRAN BERGER HIRED ME FOR THE POSITION OF GENERAL MANAGER AT THE FARM OF BEVERLY HILLS. MY EIGHT-YEAR TENURE THERE LAID THE FOUNDATION FOR A SUCCESSFUL CAREER IN THE RESTAURANT INDUSTRY. I DEVELOPED CRITICAL SKILLS AND TOOLS WHICH ENABLED ME TO MANAGE CASH FLOW, DEVELOP LONG-TERM VENDOR RELATIONS AND VALUE THE IMPORTANCE OF COMMUNITY INVOLVEMENT.

OUR PROFESSIONAL RELATIONSHIP MORPHED INTO A LONG-LASTING FRIENDSHIP. WE HAVE TRAVELLED TOGETHER, BOTH DOMESTIC AND INTERNATIONALLY, ACCUMULATING CHERISHED MEMORIES. FRAN IS A METICULOUS PLANNER, RESEARCHING THE BEST OF THE BEST FOR EACH EXCURSION. I WOULD ADVISE ANYONE INVITED TO JOIN ON ONE OF FRAN'S TRIPS TO JUST SAY YES!

FRAN IS THE QUINTESSENTIAL PARTY ORGANIZER. NO MATTER THE SIZE, EVERY EVENT IS WELL THOUGHT OUT AND EXECUTED AT THE HIGHEST LEVEL. NO STONE GOES UNTURNED, AND I HAVE HAD THE PRIVILEGE OF WITNESSING SUCCESS AFTER SUCCESS. SHE TRANSFORMS PARTY PLANNING INTO AN ART FORM, ALWAYS DELIVERING WITH GRACE AND EASE.

WHEN I FIND MYSELF SEEKING ADVICE, BE IT PERSONAL OR PROFESSIONAL, I AM GRATEFUL TO COUNT ON FRAN FOR SOLID GUIDANCE. I AM THANKFUL FOR HER MENTORSHIP OVER THE YEARS AND PARTICULARLY PROUD TO CALL FRAN A FRIEND.

JENNA TURNER
RESTAURATEUR

THE CATALOGUE: VOLUME 01

A curated collection of Fran Berger's favorite pieces from her celebrated career as a home entertaining icon and restaurateur.



**“FRAN BERGER REDEFINES THE ART OF SHOPPING,
AND HAS THE ENDLESS ENERGY IT TAKES TO DO IT.
SHE LOVES TO COLLECT AND CURATE, BRINGING AN
ELEGANT TOUCH TO EVERY PART OF THE HOME.”**

AKASHA RICHMOND
CHEF/OWNER, AKASHA

FOREWORD

BY FRAN BERGER

In this book, *The Catalogue*, I'm going to take you on a journey. I'll show you how to create gatherings that produce memories and how to have a home that makes you and others smile. Trust me, this has nothing to do with the size or location of your house or how much you spent with a decorator.

I'm going to show you how to use the pieces you already have and love; how to take advantage of items you own but probably aren't using very much, and how to select a few pieces you can add to make entertaining more memorable and infinitely easier. It has everything to do with your collection.

FRAN BERGER | THE CATALOGUE

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01 — COFFEE



CHAPTER 01: COFFEE

A ritual is more than just something you do every day. It's a rite, a ceremony, an ordered set of actions that create a sense of calm and quiet. Many of us have a morning ritual, a way we ease into and greet each new day. Maybe it's a short series of yoga poses in front of a big sunny window or a walk around the block with the dog. For me, savoring my first cup of coffee is absolutely a morning ritual. I take the time to breathe in the rich aroma; to enjoy the sight of the deep, beautiful browns; to feel the weight of a lovely mug warming my hands. All of this is important to me. I don't want to rush it or skip a step — I'm even willing to wake up earlier if it means I get to enjoy my ritual before rushing out.

Taking the time to really taste the morning allows me to gather my thoughts and breathe before each new day starts. It makes my whole day more together and intentional, and I wouldn't want it any other way.

TableArt: Vintage Silver Tea Service/Toast Rack
Marie Daâge: Dishes
Lobmeyr: Bud Vase III
Odiot: Demidoff, Teaspoon
TableArt

Large Vintage Silver Tray
Juice Glass
Fran's Personal Collection



Hermès: Cheval
TableArt



Hermès: Ikat
TableArt

CHAPTER 02: BAR

There's something wonderfully decadent about a home bar. Handsome glassware, a gorgeous cocktail shaker, a few carefully curated spirits — a home bar need not be and, quite frankly, should not be — a complicated affair. The point is not to be able to make every cocktail under the sun — you only need to be able to make a few favorite cocktails well. With just a few necessary tools, some good alcohol and beautiful glasses, you'll have all you need for your next party or for a particularly enjoyable night at home.

Match: Classic, Spirit Decanter, Double Old Fashioned Glass
GEARYS Beverly Hills



Baccarat: Mille Nuits
Fran's Personal Collection

08 — FLATWARE



Scof. Epure
TableArt

CHAPTER 08: FLATWARE

When people are selecting pieces for their table, they rarely put much thought into their flatware, even though they will spend most of the meal holding and using these forks, knives, and spoons. The shape, size, and weight of flatware can add or detract from a dining experience. The design, materials, and color can set the tone for a meal to be formal or casual. Choosing flatware that speaks to you in appearance and function, is an essential aspect of preparing a table.

Georg Jensen: Mitra
GEARYS Beverly Hills



A MESSAGE FROM THE COLLECTOR

FRAN BERGER

As a restaurant owner for two decades in Beverly Hills, I saw it happen every day... guests gathered with friends, family members, business associates, romantic interests — anyone they wanted to connect with — to share a meal and a moment. Watching this play out many thousands of times, I realized that everything happens at the table. We laugh, we cry, and we pass the chips. We shake hands, make plans, and refill the glasses.

I saw that being at the table created the opportunity and that the actual table didn't matter. The table could have fine china set for a nine-course meal, or it could be a vintage tablecloth spread out for a picnic on the beach. The table could be a backyard fire pit, a truck tailgate, or a park bench with a hot cup of coffee and a friend. It was the coming together and the sharing of that bite or sip of something that was important.

People, I realized, were coming to my restaurants because it was easy. They wanted to be together, but no one wanted to host. For many people, the first word that comes to mind with entertaining is *hassle*. It can be overwhelming to think about planning, preparing, and providing the perfect menu, in the perfect setting, on the perfect serving pieces, with the perfect guest list. But the best gatherings aren't the perfect ones. Perfect is boring. It's unimaginative. Perfect stresses people out — both you and your guests.

Customers were coming to my restaurants so they could enjoy each other's company without the hassle of hosting. I was happy to have their business, but I knew they were missing out on part of the gathering experience. While meeting in a restaurant is certainly better than not meeting at all — and hopefully, the food is delicious and the service is impeccable — restaurant tables have time limits. No one can kick off their shoes or lean back in their chair. Loud conversations at other tables can drown out the words we really want to hear, and the atmosphere is never as intimate as what we have in our own homes.

Entertaining comes easily to me, but there's no magic in being a great host. Anyone can be gracious and any home can be inviting. Welcoming friends into your home is itself an act of love. Providing a place for communion, facilitating connection — these things are vital in our increasingly disconnected world.

Cont. on next page

Dishes
Fitz & Floyd, Inc.: Renaissance, Dinner Plate
Gien: La Ronde des Fruits, Salad Plate
Christofle: Marly, Napkin Ring
Baccarat: Mille Nuits, Champagne Flute
Vintage Silver, Water Goblet
Fran's Personal Collection



Luigi Bormioli: Glasses
Fran's Personal Collection

Entertaining at home allows the host to share his or her unique personality, too. Here's the good news: when you live in a space that you love, your home can be party-ready at a moment's notice. This is sophisticated living.

Sophisticated living doesn't necessarily mean living with fine things, it means that the things that you use, see, and touch every day — your dishes, linens, furniture, and décor items — make you smile. It means surrounding yourself with things that offer an experience that transcends their use. Any glass can hold liquid, but a beautiful old fashioned glass, with a huge cube of ice, has a weight and a feel in your hand that brings joy beyond the simple experience of the drink. When you live this way, your space is always ready and welcoming. The best part? By opting for items that elevate your everyday life, you'll enjoy living in your home more,

both when others are visiting and when you're savoring a quiet moment alone.

There's no wrong way to entertain and there's no bad space for entertaining. You should feel comfortable using fine china, crystal, and sterling silver set gorgeously on a handmade Irish tablecloth. Sometimes it's fun to really show off what you can do. But you should also feel comfortable making a big batch of chili for friends to eat in your backyard.

The next time you run into an old friend, rather than promising again to get together someday, offer to host today. Pop into the market on the way home to pick up crusty bread, deli meat, cheese, and a bottle of wine for the two of you to share while you sit back and let the kids play. It really is just that easy.

**“IT CAN BE OVERWHELMING TO THINK ABOUT PREPARING AND
PROVIDING THE PERFECT MENU, IN THE PERFECT SETTING, ON THE
PERFECT SERVING PIECES, WITH THE PERFECT GUEST LIST ...**

**BUT THE BEST GATHERINGS AREN'T THE PERFECT ONES.
PERFECT IS UNIMAGINATIVE. PERFECT STRESSES PEOPLE OUT.
PERFECT IS BORING.”**

- Fran B

CREDITS

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Brandi Kamenar Beverly Hills

GEARYS Beverly Hills

TableArt

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Staci Valentine

Moses Sequeira

STARMEN Design Group

DEDICATION

This book is dedicated to all of the people that have helped me become who I am today – my family, friends, guides, and mentors along the way.

My parents showed me how to be brave in my style choices and to believe in my ‘eye’. I am forever grateful for their love and encouragement. It is an invaluable blessing for a child to receive not only the love of their parents but also to know that their parents genuinely like them as people. My three sons have always believed in me and are my consummate cheerleaders. I love them and am thankful every day for them, their love, and support. I owe a bit of extra thanks to my son Isaac, for his magic and artistry with a camera. He has never taken a bad picture of me and I rely on him whenever I need to be photographed for anything.

None of this – this book or all the life turns that led to it – would have been possible without my ‘circle of girls’, the amazing women who have surrounded me with love, advice, and inspiration for years.

Jenna Turner was my first General Manager at The Farm of Beverly Hills when we opened in 1995. She’s a brilliant restaurant operator who gladly shared her knowledge of the service industry with me and became a great friend for life. Christine Moore, a legend in her own time for her cafés and the sea salt caramels that she makes, has been a shoulder to lean on, the calm voice in my head, and one of the best travel buddies I know. Akasha Richmond is a brilliant restaurateur and a trusted friend with a true gift for planning trips to India and Italy. Kelli Cotton worked for me for more than 10 years as my head of operations, keeping a steady hand on everything even when we had four locations and a commercial kitchen to run, becoming a very close friend in the process. Debbie Arkoff and I have been friends since our kids were babies. I always depend on her for fashion advice. Truly, I’m blessed to have so many brilliant and amazing women in my life. There are too many others to mention here – and not only amazing women! I must thank Brad Breland at GEARYS Beverly Hills who is my go-to guy for all things beautiful. His expertise is second to none.

Finally, Brandi Kamenar, my brand manager and best friend who absolutely knew what my future held when I sold the restaurants. Without her guidance, love, and fierce loyalty to me and to the vision of what she knew was coming for me, none of this would have been possible.