





1. THE VIBRANT DINING AREA RETAINS ITS ORIGINAL FLOORS. 2. J.J. MARTIN IN HER OFFICE AT LA DOUBLEJ'S NEW MILAN HQ. 3. THE ENTRANCE TO THE BUILDING, A.K.A. THE STARQUARTERS.

OFFICE TOUR

Good Vibes Only

Drenched in color and designed to inspire, *La DoubleJ*'s Milan headquarters is a study in joy

It's a Tuesday evening in Milan and the Starquarters, La DoubleJ's new headquarters, has shuttered for the night. But there is a sonic symphony reverberating from the rooftop, where a meteorite-encrusted gong holds center stage. The indoor-outdoor space, playfully dubbed the Galactic Deck, is one of many otherworldly touches at the dazzling five-story office, where managers meet on meditation chairs, murals depict cosmic portals, and floors have names like Conscious Creators and Energy Engineers. The building bustles with business by day, but after hours, "we have meditation, yoga, and visiting healers," says company founder J.J. Martin. The label's motto, after all, is "Raise Your Vibration."

Martin, a native Angeleno and former journalist, leans hard into her spiritual side. But she also has a savant's eye for color and pattern and a playful sensibility that has turned La DoubleJ into a global success story, its signature silk maxidresses hot sellers at Bergdorf Goodman, Bloomingdale's, Net-a-Porter, and beyond. Since adding matching homewares in 2017, she has teamed up with top Italian makers like Salviati for glass,

PHOTOGRAPHY BY DE PASQUALE + MAFFINI

DISCOVERIES



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> "With views of the entire city from that rooftop, you just feel like you've opened up to the heavens."
> — *J.J. Martin*

Ancap for porcelain, and historic textile mills in Lake Como for table linens and pillows. This year, she will open an eagerly awaited flagship on Manhattan's Upper East Side.

Call it la dolce vita filtered through an exuberant American lens. "Milan tends to be very understated, very blue, black, and gray," notes her friend Britt Moran of the AD100 firm Dimorestudio. "Her product is completely Italian—it's all made in Italy—but it's a little bit more modern. It's bright and joyous. J.J. has shaken up the Milanese stereotype, and that appeals to a lot of people."

Like Martin herself, her new headquarters is in constant evolution. In fact, the transformation of the property, a former 1930s wallpaper factory in the Navigli district, was far from complete when she opened the doors last spring during Milan Design Week. She couldn't resist giving a sneak peek of the renovation by local architects Silvia Vergani and Margot List. Today, every inch of the Starquarters has been embellished with La DoubleJ's maximalist patterns. "She is not your typical client," notes Vergani, who tried to contain the riot of motifs and colors within a modernist envelope. "It was fun and challenging to regulate the exuberance."

The good vibrations start in the Joy Entrance, where a Cristina Celestino sectional in sunflower yellow anchors a soaring lobby and gargantuan hand-painted flowers cover the walls and ceiling. Upstairs, the kitchen features a rainbow motif and original checkerboard floor; hallways bear a kaleidoscope of wallpaper prints; and Martin's office (The Download Den) has a custom intarsia rug inspired by Italian churches. "Even the



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1. THE GALACTIC DECK'S GONG TEMPLE, SET FOR A MEDITATION SESSION. **2.** A HAND-PAINTED MURAL ENLIVENS THE LOBBY; SECTIONAL SOFA (FOREGROUND) BY CRISTINA CELESTINO.

DISCOVERIES



THE ROOFTOP GARDEN, PART OF THE GALACTIC DECK, FEATURES OUTDOOR SEATING BY LA DOUBLEJ.

"J.J. has shaken up the Milanese stereotype, and that appeals to a lot of people." —*Britt Moran*

elevator has a galactic print inside of it," Martin says. "It's like a spaceship."

The move was long overdue. For years, the team operated from a corner of a showroom owned by Martin's business partner (and ex-husband) Andrea Ciccoli. By 2025, over 80 employees were "squashed into a tiny space," she says. "It was hilarious. We were like an anthill." Now the entire company, including design, e-commerce, and back-office teams, is united under one roof.

As Martin recounts in her 2023 coffee-table missive *Mamma Milano,* the brand's ethereal ethos was there from the start. She had moved to Milan from New York in 2001 to follow Ciccoli, then her boyfriend, to his motherland. After they married, Martin struggled with infertility and consulted an energy healer for guidance and support. "I stepped into a new world," she says. "I didn't get pregnant, but soon I started creating like crazy and out popped the company." La DoubleJ launched in 2015 as an e-commerce website for Martin's massive collection of vintage fashion and jewelry, then grew to encompass everything from ready-to-wear to vases and scented candles. At this year's Milan Design Week, the new outdoor collection of poufs, pillows, and tables will be presented on the plant-filled garden terrace that frames the rooftop deck.

More recently, Martin launched The Sisterhood, an arm of La DoubleJ devoted to consciousness-raising. The membership, which currently numbers around 7,000, gets access to Martin's monthly newsletter, *The High Vibe Times,* and can sign up for wellness activations, including online sessions and the pop-ups she stages from Ibiza to Palm Beach. Still, it's hard to top the Galactic Deck's Gong Temple, with its five-pan instrument hand-forged in Mount Etna and rows of mats and cushions in custom La DoubleJ prints. "With views of the entire city from that rooftop," Martin says, "you just feel like you've opened up to the heavens." *ladoublej.com* —INGRID ABRAMOVITCH