



A BRAND GROWS IN BROOKLYN

Having spent years in fashion at publications like *ELLE*, *TeenVOGUE*, and *Glamour*, native New Yorker JANE KELTNER DE VALLE lives, breathes, and radiates style. The *Architectural Digest* Style Director now branches out with the launch of her children's skincare line, Paloroma, a brand she co-founded with her award-winning architect husband Giancarlo Valle and named after her own children, Roman, age 7, and Paloma, age 2.5.

photography by
CHARLIE JULIET PHOTOGRAPHY



MINI | Thank you for inviting us into your home! Tell us about the place. How would you describe the feel, the design?

JANE KELTNER DE VALLE | We live in a loft in Dumbo that's located in one of the original 1920s factory buildings there. We love how industrial the space is, but also wanted to make it feel warm and welcoming. It is very much a family home.

MINI | Where do you spend the most time in your home?

JANE KELTNER DE VALLE | Since we returned to New York in September for school, my bedroom has become my home office. The desk is tucked into a window nook overlooking the Brooklyn Bridge. It's such a New York view and makes me feel connected to the city even when I'm plugging away alone all day.

MINI | Now let's talk about these amazing kids' room! What was your inspiration when creating a space for your Minis?

JANE KELTNER DE VALLE | Our children's bedroom is my favorite room in the house. I've always loved powder blue and red together. It feels old world but playful, it's gender neutral, and it is sophisticated enough that you can grow with it. The palette of the bedroom actually inspired the colorway for Paloroma! The canopy strangely came to be after we had a feng shui master visit, who told us that sleeping under beams can block energy. He advised us to do drop ceilings, but we didn't want to lose three feet of height. The canopy was a creative design solution that has become the most magical part of the room. There is a long hallway entering into the room, so the built-in was a nice way to make use of what was essentially dead space. Giancarlo carried his signature wave motif over to the shelves



and drawers, as well as the blue and salmon colorway.

MINI | Your children (Roman, 7, and Paloma, 2.5) have beautiful names! Can you tell us more about how you chose those names?

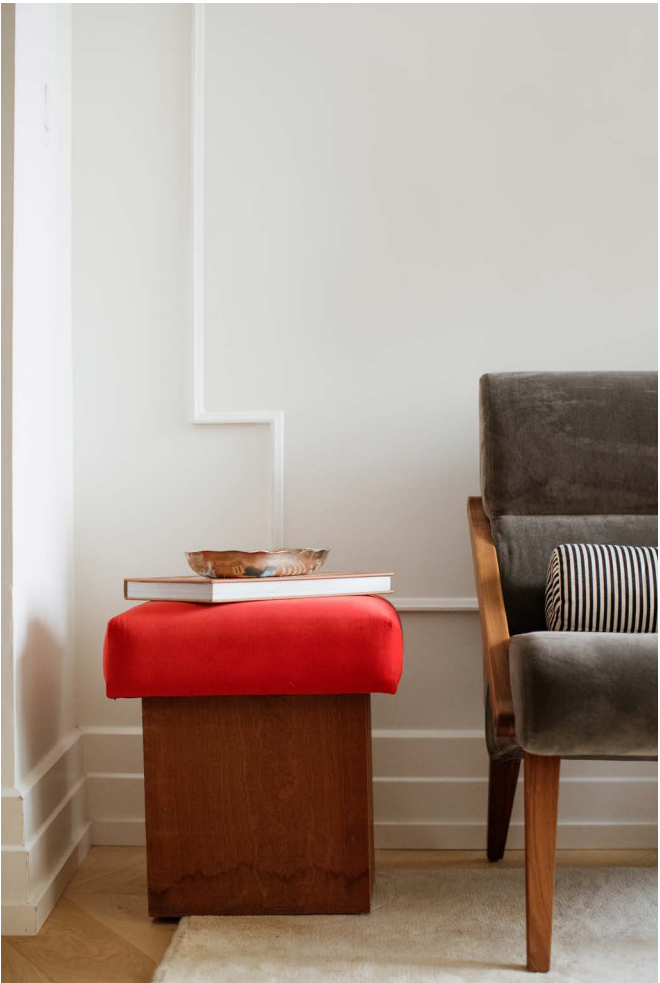
JANE KELTNER DE VALLE | My husband's family is Italian Peruvian, and he and his brother both have very Italian names. We wanted to continue that tradition with Latin names of Italian or Spanish origin. I think both of our children's names have a certain strength to them, but of course Paloma means dove and also signifies peace. It's funny, because our Paloma very much lives up to both sides of her name— she is steadfastly strong-willed, but also such a caring and loving soul.

MINI | We are so inspired by Paloroma! Can you tell us how the brand came to be?

JANE KELTNER DE VALLE | Roman had eczema as a baby, and we couldn't find anything to treat it that met our standards of clean beauty and felt beautiful and personal— something we could connect with. So many products are loaded up with fragrances or dumbed down in design. We wanted to create something that modern, discerning parents could trust in, connect with, and relate to, and that children could grow with.

MINI | What makes Paloroma stand out from other children's skincare products?

JANE KELTNER DE VALLE | For us, Paloroma is



a lifestyle. It has heart and soul. Aside from being clean, gentle, and fragrance free, I hope that there's a certain pleasure derived from the way we present ourselves, whether it's the playful product names or the pretty packaging. Our motto is beautiful on the inside and out. We want to create a holistic experience.

MINI | How has it been working with your husband on this project? How do you two work together?

JANE KELTNER DE VALLE | It's the best feeling in the world to create and bring something into this world with the person you love the most. We speak the same language, have each other's backs, and each bring different strengths to the table.

MINI | What do you think about the idea of "having it all?"

JANE KELTNER DE VALLE | Aerin Lauder once told me that her grandmother Estee used to say about balancing family, style, and business, "You can't have it all at the same time— but you can have it all." I love that sentiment. As women and mothers, I think we are often made to feel guilty for trying to be more than one thing. Beyond that, it's just good advice to carve out time for each of the things that are important to you. When I'm working, I am immersed in that, and likewise when I'm with my children I try to be fully present with them.

MINI | We all experience mom guilt from time to time. When do you find you experi-



ence this and how do you get past it?

JANE KELTNER DE VALLE | I hate the phrase mom guilt—dads never get asked about dad guilt. That said, we all feel guilty sometimes. Working from home has actually been hardest for me in the sense that the boundaries between office and family life are blurred from a physical standpoint. My two-and-a-half year old is always wanting to come into my room, and it's really hard to say no.

MINI | On the mom front, would you say your transition was easier or harder going from zero to one

kids or one to two?

JANE KELTNER DE VALLE | Different! I will say that the transition from one to two is a lot. I found it really hard to physically be there for both of my children in the way that they needed me in those early weeks. When you're nursing, it becomes all-consuming, and I remember that being really hard on my son.

MINI | What has surprised you most about motherhood?

JANE KELTNER DE VALLE | How madly in love and obsessed with my children I would be. And also how much our community would grow as a result of having children. I feel really lucky to have an amazing core group of friends who are all raising our children together and who can relate to each other as we go through different phases of our children's lives. It's a deeper, different level of friendship than anything I had experienced before. That community of mom and dad friends has inspired us as we grow Paloroma, too. We want to build a community that people feel they can trust, be a part of, connect with, grow with.

MINI | Your best advice for your kids, GO!

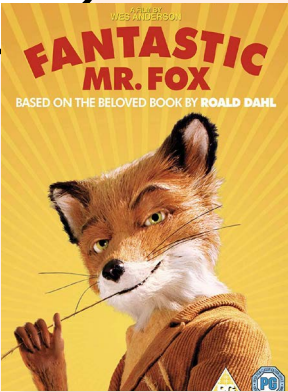
JANE KELTNER DE VALLE | Believe in yourself and treat others with kindness and respect.



JANE ON THE CLOCK

LOCAL RESTAURANT

"Sant Ambroeus SoHo." 265 Lafayette Street, NYC



KIDS MOVIE

"E.T. and Fantastic Mr. Fox."

COFFEE ORDER

"Unsweetened green iced tea."



GUILTY PLEASURE

"Shopping for home decor."



NOW WATCHING

"The Undoing and The Crown."



IDEAL DATE NIGHT

"My husband and I have been taking advantage of the city's sidewalk dining scene to rediscover some New York landmarks, like The Odeon and The Waverly Inn."

KIDS BOOK

"I just finished reading The Wild Robot with my son, and we loved it."



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PALOROMA
LINE!

