



home  
& garden

# french twist

Paysage blends Southern charm with Parisian home decor finds in Meadowmont



By Jessica Stringer

**ABOVE** Gigi Sireyjol-Horsley grew up surrounded by art.

**BELOW** While the shop features furniture from North Carolina brands like Lee Industries, most of the accessories come from France and the rest of Europe.



Stepping into the new boutique opened by **Gigi Sireyjol-Horsley** and her son, **Franck Krynen**, is like entering a carefully

composed painting – each piece, from the North Carolina-crafted furniture to the European accessories, is picked with intention. “It needs to be harmonious,”

Gigi says of her design philosophy. “And I learned from [my mother] the balance of always having a focal point.”

Born in Morocco to French parents, Gigi was immersed in design from a young age. Her mother, an interior designer, introduced her to the world of antiques. “So instead of watching TV like every single kid does today, I was following my mother, and I grew up at the knees of every single antique dealer in Casablanca,” she says. There Gigi learned to “touch with my eyes,” she says, recalling giant piles of rugs stacked taller than her. “I just absorbed it like a sponge.”

That intuitive understanding of design shaped her career. After moving to the U.S. in 1997, she lived in Savannah, Georgia, and Charleston, South Carolina, where she worked in design and even lent her culinary talents to high-end dinner parties. Gigi settled in Wilmington, North Carolina, working part time and then full time at home furnishings store Paysage. “Eventually I became the manager and then became the first designer and then decided to buy it,” she says.



The second store in **Meadowmont**, which opened in fall 2024, is the natural next step of her evolving career with Paysage. Many of Gigi's design clients were already based in Chapel Hill, and after running into **Rebecca Rosenberg**, owner of **South**, at High Point Market, she knew the boutique's new location – Rebecca's former storefront – was the right fit.

Franck brings his own strengths to the business. "We complement each other," Gigi says. He adds: "You learn the communication and the process faster because there is that understanding. I see what she does, and I just learned. We have the same motivation, which is in our blood and DNA." Together, they curate a selection of furnishings and accessories, traveling to markets in Atlanta and Paris to source unique finds. As Gigi says, their mission is to carry pieces that make people say, "Oh, my gosh, I've never seen that before."

And while Gigi has a deep love for antiques, she doesn't limit herself to one style. "This is not an antique store, even if some pieces are antiques. I believe in a mix," she says. "I always say that if you have a very traditional interior and you put one modern piece in, it's going to be a focal point." **CHM**



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