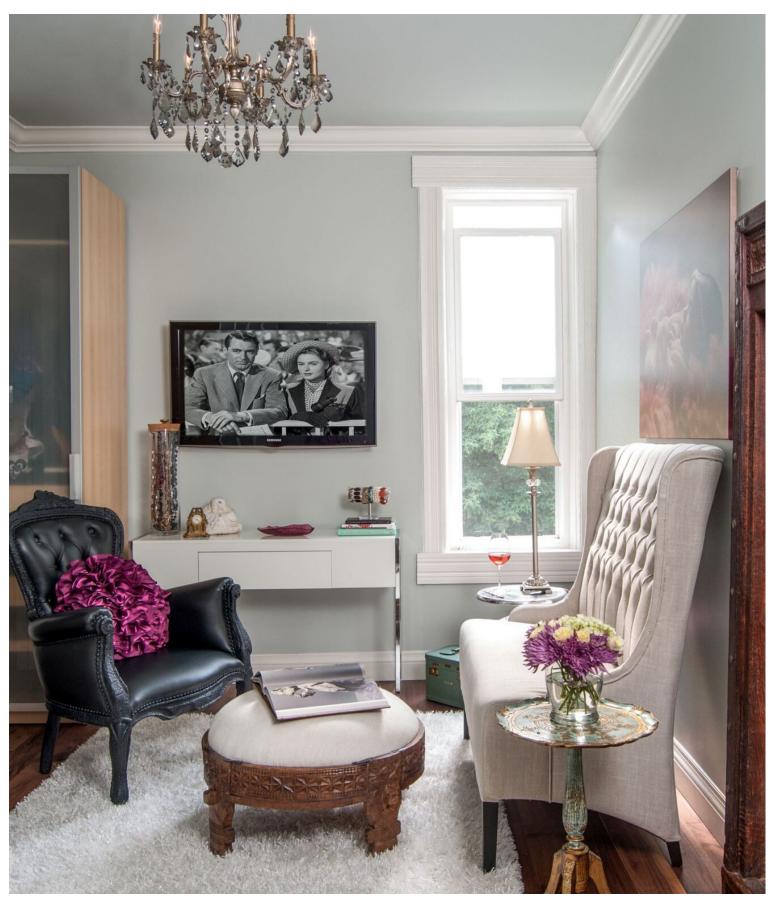
## CREATE A BEAUTIFULLY DESIGNED SPACE

LIKE A PROFESSIONAL —

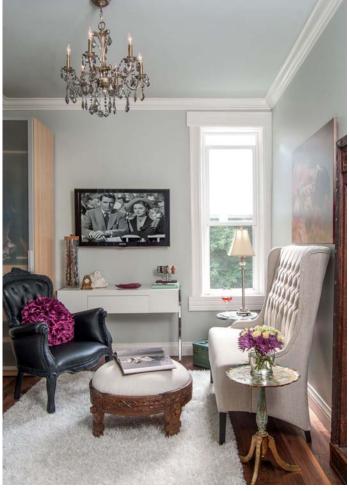


### **CREATE A BEAUTIFULLY DESIGNED SPACE LIKE A PROFESSIONAL**

Ten Top Type!

1. Finigh What you Started

If you have outstanding areas of a previous project, finish those up first before starting a new renovation. Although it's easy to get distracted or lose momentum on a job, seeing a job through to the end will give you a great sense of accomplishment and allow you to focus more clearly on your next project.



2. Realize Why You Want To Make The Change

Is the need for a redesign because your current space is not functioning as you require? Or is it simply that the décor is outdated and no longer inspires you?

Make a list of why you want to redesign a space; how and when it is used the most and by whom. This will give you a better understanding of what items are required and how to design the rooms. Prior to this renovation, my Toronto clients said that the space was uninspiring and that they never used this room. After reviewing their needs, I designed a space that maximised function. Their new lounge is not only beautiful and relaxing, but it also has a purpose!



Set an investment amount and stick to it. Your budget will determine where you source products & whether you want to create custom pieces or plan your design through IKEA - or use both as I did in the design lounge above. Either design style can look fabulous, but only if it's put together properly.

4. Cook At The Cong Term

3. Establish your Budget

If you are in your forever home, itemise and prioritise which areas need work. Don't plan your new living room decor to flow with your old kitchen design if you plan to renovate that area in a few years. Ignore the spaces that will be re-worked in the future and concentrate on what your new desired style is going forward.



## 5. Noteworthy

When you see something you like either in a magazine or online, keep a file either on your computer, your phone or a physical folder for images & taking notes. It's easy to think that later you may remember where you saw something, but after a while, it's hard to remember it all.

Even if later on when the time comes to commence the project you no longer resonate with what you previously saved, at least you have it easily to hand and can edit your preferences as needed.

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When redecorating my client's living room, (below) one of my first questions was "Are we replacing the fireplace tile?" If not, this would have become the bully in the room. I would've had to work around the colour & style which in turn would not have given my clients the updated look they desired.

6. Is There a Bully in the Room?

Just like playground bullies, décor menaces come in all shapes, sizes and colours. Be aware of what might be dictating your design and if you don't love it, eliminate it altogether.



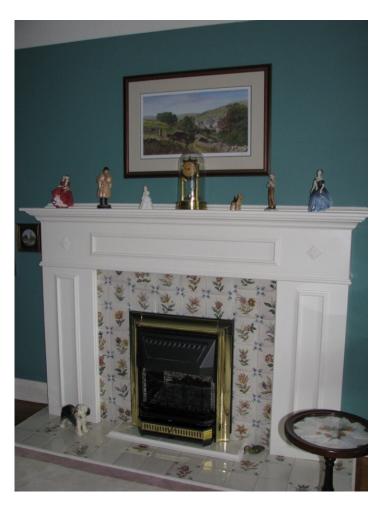
Decide what will be staying within the space; what you have elsewhere in your home that could be utilised and what needs to be put to the curb.

If you can't afford that new couch or area rug just yet, keep what you have but ignore it for now. Have an idea of what its replacement will look like, but remember, great designs take time so enjoy the thrill of the search and seeing the plan unfold.

8. Find your Jaspiration

I talk a lot about 'jumping off points' because it's impossible to create a successful design by picking colours out of thin air.

If a decorating project fails it's likely due to the rushed decisions when one is so desperate for change. Fabrics, artwork, area rugs and cushions are a few examples of where you can find inspiration.





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9. Choose a Single Focal Point

It's easy to get carried away and have the urge to do many things in one room, however b y having too many 'wow' factors the visual flow will be jeopardized. Have one main s tar and allow the rest of the items to play supporting roles. The eye needs a place to r est so the less fuss and distractions that demand attention, the better.



10. Pretty it up!

Accessorising is one area where you can really play up your personality and add final touches to bring a design together. Repeat colours used in your fabric, art and rug selections to give flow to the space. Throw blankets, pillows and other accents are a perfect and inexpensive way to change this up with the seasons. Lighting also adds sparkle and is key to successful design, so if you want some 'bling', a chandelier with crystals could be a great way to get your fix! This palette was inspired by the wallpaper that I sourced for the poker room area in my clients contemporary basement.

With the contrasting black and striking blue paired together, we then purchased the black poker table and customised the blue felt. I suggested we paint the bulk head as we wanted to keep a dramatic and moody feel to the space which is lit by this sexy drum light.





CLAIRE JEFFORD BEGAN HER INTERIOR DECORATING BUSINESS IN 2011. HER FIRM SPECIALIZES IN 3D DESIGN, CUSTOM RESIDENTIAL PROJECTS AND COLOUR CONSULTATIONS.

CLAIRE HAS A KEEN EYE FOR DETAIL AND ESPECIALLY LOVES TO MIX PATTERNS AND FABRICS.

CLAIRE'S FIRM HAS BEEN NAMED IN THE TOP 3 RATED DESIGN FIRMS IN ONTARIO FOR MORE THAN 3 YEARS IN A ROW AND SHE IS ESPECIALLY PROUD TO BE THE HIGHEST REVIEWED DESIGN PROFESSIONAL IN THE TORONTO AREA, WITH 100 REVIEWS.

All interior photography by Stephani Buchman Photography

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