

VOLUME 1, ISSUE 2

Interiors

BY DECORATING DEN

Creating a Dream Family Room

IN THIS ISSUE:
Double Duty Rooms,
Hot Trends and
More Great Ideas



INTERIORS
by Decorating Den®

Imagine...

having a talented, creative decorating professional come to your home, discover your taste, style and budget — as well as your challenges — and then **shop the world** of home décor, choosing from literally hundreds of private manufacturers, to bring you the perfect room. Your **decorator** can help you with everything from the newest styles in window treatments to the lamp on the table. Then best of all, we'll make it happen. The **sofa** will be ordered and delivered, the **walls** get covered, the **window treatments** go up, the **carpeting** goes in, the **accessories** are placed. You simply enjoy.

That's INTERIORS by Decorating Den

For more than 37 years, **our Professional Decorators** have been bringing their talent and expertise to thousands of clients. No wonder we're North America's premier **in-home decorating service!** There's so much to make beautiful, and the inspiration starts here. Take a look, start dreaming, and **let's decorate!**



WHAT'S INSIDE:

- **A Dream Family Room** One family's perfect space.
- **Double Duty Rooms** Making your space multi-task.
- **Indoor & Outdoor** Rooms for year-round enjoyment.
- **Accent on Accessories** We help you find the perfect touches.



Every step of the way, it's done, it's fun, it's fabulous!



1. It all starts at your home.

We'll come to your home, at your convenience, and discover just what you're looking for. Starting fresh or need a change? Want gorgeous new window treatments? Or a stunning new living room? We'll put our expertise and creativity to work on fabulous decorating solutions.



2. A world of beautiful choices.

Next step — coordinating a world of home fashions. We have relationships with more than a hundred manufacturers, far more than even the biggest

stores. Fabrics, furniture, accessories, in every style from traditional to transitional, we bring it all together for your perfect design.

3. Then, we make it happen.

This is the best part. We take care of everything. Measuring, ordering, delivery, installation. Putting up wall coverings and window treatments, bringing in the furniture and arranging the area rugs. Right down to the last accessory.

It all starts with a phone call or a visit to our website at www.DecoratingDen.com. We're North America's premier in-home decorating service — call and discover why. You'll love us!

Interior Decorator: Luella Smith

A Dream

Family

Our clients' dream was for a family room that would be as **comfortable and relaxing** as

it was **elegant**. The space needed to be appropriate for entertaining guests on movie night, but also casual enough to accommodate their children playing board games and watching TV.

The decorator's choice of a **rich mocha** background with layers of **neutrals and textures** initiated a **warm and sophisticated** tone for the room. Faux iron **window grilles** introduce the architectural detailing that was lacking before. Along with the grilles, deeply bordered **draperies and wood blinds** scale down the extra tall windows, while also providing privacy without completely closing out the light, or the view.

Furniture has been arranged so both the fireplace and the TV can be enjoyed equally. **Splashes of red** and a **vibrant jazzy rug** are the final touches to the casually elegant décor.

— Carol Donayre Bugg, ASID



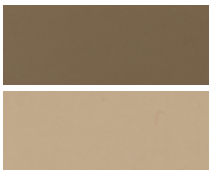
TEXTURES:

Soft textured draperies anchor the windows and can minimize the light for TV viewing.



FABRICS:

Splashes of greens, red, chocolate and pink bring life and excitement to the room.



NEUTRALS:

A rich chocolate background with layers of neutrals provide warmth and sophistication.



Room



Call today for a complimentary in-home consultation. 1-800-DEC-DENS

Interior Decorator, Sherry McLean



Interior Decorator, Lisa Landry

BEFORE

For the guest room zone, we rescued an old Murphy bed from another room in the house. An experienced professional knew how to properly paint the bright white laminate.



Home office or guest bedroom?
Here's how we can make your space "multi-task."

DOUBLE-DUTY ROOMS

As a home base for a professional who's often gone on business, this 1,500-square-foot house has to make the most of its space — which means rooms have to do double duty.

Our client needed a regular space for managing his personal finances, and a place for the occasional guests. Not a problem.

The answer? Create two zones in one room; a home office zone and a guest room zone.

The rich color palette of maize, wheat and green-toned charcoal complements the owner's Native American art (and impressive conga drums). Custom bedding in green aloe/cactus tones is warm and inviting. Drapery panels with faux-bone, spear-shaped trim and woven wood shades add texture and drama.

The result: a clean space that's interesting and personalized, and does the job of two rooms, even more — it can even provide extra overflow space for parties!

TWO ROOMS IN ONE

To maximize use of this room, our decorator created two living areas: A guest room zone with Murphy bed, nightstand and seating. And a home office zone, with wall-mounted cabinets, a corner desk and comfortable leather desk chair.



CREATING A SUBLIME BEDROOM RETREAT

A tired looking bedroom and restless nights prompted a business couple to call our decorator for help.

Selection and placement of the furniture for this very long and narrow room were our decorator's first design considerations. She divided the space into separate functional areas, setting up a cozy seating area at one end of the room.

The strong vertical lines of the contrasting robin's egg blue walls and mocha brown draperies also serve to break up the long space visually. These calm colors and clean lines are repeated in the tailored comforter, shams and furniture.

Besides the fashionable color scheme, our decorator has incorporated many of today's home furnishing trends: transitional style, elegant curves, paisley patterns and



A glamorous mirrored chest is also practical, providing extra storage space.

iron grille accents. The revived ambiance of our client's bedroom fulfills their wish — for a sublime atmosphere, a relaxing evening and a good night's sleep.

— Carol Donayre Bugg, ASID





FROM BLAND TO GRAND

Before, a tired looking bedroom and restless nights prompted our clients to call.

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Interior Decorator, Suzanne Price

indoor/outdoor rooms

Today, rooms are made for year-round living. Ask your decorator about the fabrics, furniture and finishes that turn a beautiful room into an exciting all-season room.



BECOME A BIG FAN OF FANS

Fans do double duty in a four-season room: They not only save on energy, they add elegance and style, too. Your decorator knows all the latest spin on built-in fans.



STANDING UP TO OUTDOORS

New all-season furniture brings exquisite design and style to natural materials from the great outdoors, such as rattan, wicker, seagrass and rattan peel.



A NATURAL AT CARPETING

Beautiful and long-lasting, new all-season area rugs combine indoor quality design with outdoor durable materials.



INTERESTING HARDWARE

Free-standing fans don't have to be boring pieces of hardware. Great design helps these outdoor furnishings to also perform as pieces of sculptural art.





BEFORE
An expansive covered patio becomes a warm and inviting living space with the right natural colors and materials.



Interior Decorator, Cynthia Hammersly

Call today for a complimentary in-home consultation. 1-800-DEC-DENS



Interior Decorator, Michelle Davis



Doing Beautiful Things for Our Communities

More than 500 decorators across North America. That's a lot of good that INTERIORS by Decorating Den can do. We're out to make the world a more beautiful place, one community at a time. And we call our campaign "Decorating for a Difference." It's how our local decorators put their time, caring and talent into helping the world.

Last year, decorators from coast to coast were contributing to good causes of all kinds: The Yellow Ribbon Fund, which welcomes injured service men and women into the community. Walking for the Susan G. Komen foundation. Decorating for the Canada Breast Cancer Foundation. Biking to fund research for multiple sclerosis. Redecorating the Ronald McDonald house to brighten rooms for young transplant patients. Contributing in hundreds of ways to all kinds of local events and causes — in communities like yours.

We're able to help, because you support us. Thank you for welcoming us into your neighborhoods and your homes. Together, we're making the world a better place.



Decorating
For A Difference



INTERIORS
by Decorating Den®

Decorating
For A Difference

Each franchise independently owned and operated.

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FROM WINDOW TO WALL TREATMENTS. FROM FURNITURE TO FLOOR COVERINGS. WE DO IT ALL.



The Last Word in Great Rooms? Making the Windows Wonderful.

Your new room isn't perfect without the final finishing touches on your window treatments. New looks for windows today feature interesting hardware, exotic trims and embellishments, and treatments that combine energy efficiency with great looks. Your decorator is an expert in beautiful custom window treatments.

INTERIORS by Decorating Den makes every room a great room. Call us and let's decorate!

We'll come discover just the kind of great living you're looking for — at your convenience, in your style, and within your budget. From a simple makeover to wonderful window treatments, to the whole house.

Call today for a complimentary in-home consultation with your Personal Decorator.

**1-800-DEC-DENS.
www.DecoratingDen.com**

