

AS SEEN IN southbay HOMIE

»DESIGN SHOWCASE 2015

THE DESIGNERS



**NADIA ELGRABLY,
ALLIED ASID**

Nadia Designs

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DESCRIBE THE FEATURED PROJECT.

This was a dream project filled with excitement, fun and adventures. My wonderful clients, who became cherished friends, wanted a comfortable beach home with sophisticated style and spaces to enjoy the view with seamless indoor/outdoor living. He wanted a wine room for his collection, and she needed a comfortable space to entertain family and friends and an art studio to paint in. Each of their three daughters worked with us to select materials and personalize their bedrooms.

The clients also wanted to build with environmentally approved materials and practice, and technology was key. The home is controlled by Crestron. Solar panels generate power. Radiant floor heating is just one of the many features. This beach home was planned and built with attention to detail. We explored choices and options together.

TELL US ABOUT YOUR FIRM.

For the past 20 years we have provided comprehensive interior design service—from planning through completion, budgeting, space planning, ordering and installation—managing all aspects of the project as needed. We work with a team of talented craftsman and specialists and specialize in new construction and remodels for residential and commercial clients.

WHAT SERVICES DO YOU OFFER?

We feature white-glove service from planning through completion. This includes all selections of materials, cabinets, flooring, appliances, lighting and all features, spacial

planning, all home furnishings, art, draperies and accessories. I believe in the value of personalized customer service. A warm greeting, a handshake and eye contact go a long way with me.

WHAT MAKES YOUR FIRM UNIQUE IN THIS INDUSTRY?

One of the many things clients have commented on is the transparency of our services. We are a fee-based company. Clients are able to purchase items and services at our cost. Our fee is tailored specific to each project. We do not tack on additional commission or percentage charges. Clients are able to quantify and budget. Also, listening and responding to our clients' needs drives our business. Each client and project is unique. Our design style varies from traditional to contemporary. Comfort and luxury are integrated with the latest technology.

WHAT FIRST SPARKED YOUR INTEREST IN THIS INDUSTRY?

I was working for a RTW firm and had been promoted to store planning. I was thrilled and confident I could take on the challenge, but I had to ask, "Why me?" My VP explained that they felt my spacial planning skills, combined with my sense of fashion, fabric and color, made me the ideal choice. That is what motivated me to go to design school. I love the creative collaboration process—meeting and surpassing our clients' objectives and expectations. We constantly search the marketplace for new, cutting-edge offerings. It's amazing how much has evolved.

