

1. Tell a story.

“Maximalist design for the sake of maximalist design is a hot mess,” says Los Angeles designer Windsor Smith, who stresses the importance of “fantasy” in a look she characterizes as “visual theater.”

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“Have a vision for something you’re trying to express,” she says. Of the room below, she explains, “I imagined that if the Sultan of Brunei and the Duchess of Windsor had a love child, this would be her suite. She must have been having an affair with a very short matador who loved fuchsia!”

