



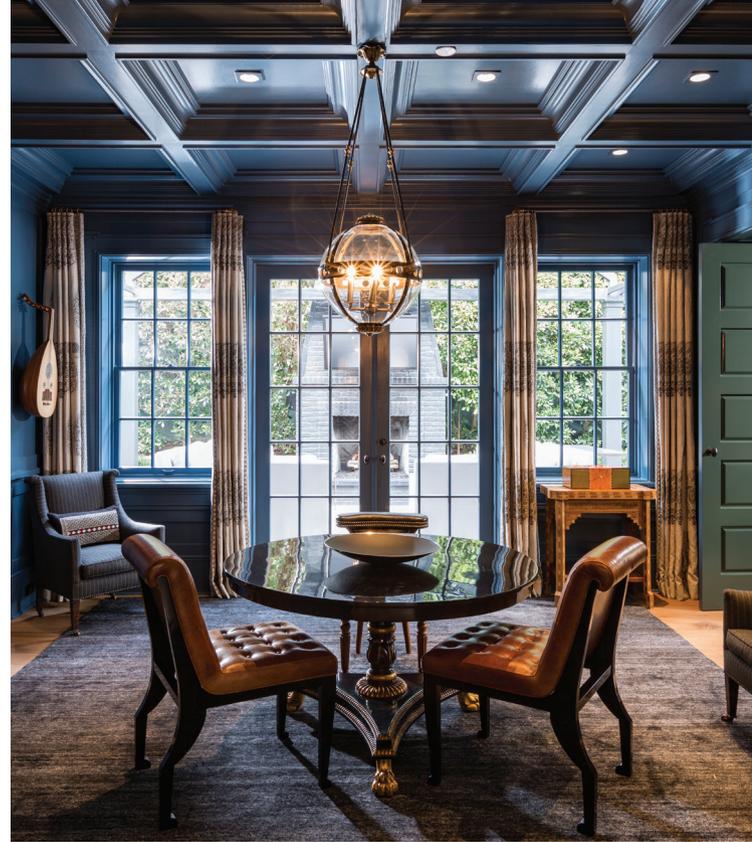
DESIGN *Infusion*

Windsor Smith, Founder of Windsor Smith Home, Inc. is an innovative design force whose elegant interiors are sought after by leaders of entertainment and business who want their living spaces to reflect their unique personalities and demanding lifestyles. We sat down with her to learn more about her work and the current design trends of 2018.

Q: How do you describe your design style? What components or pieces do you use to complement Los Angeles living?

WS: Heiress meets world traveler. Los Angeles' relaxed energy requires a different approach to design. Fabrics are more unbuttoned, chairs are more reclined, and outside living is the focus - so durable fabrics and great exterior lighting is a must.

Q: What type of clientele do you typically work with? How do you meet their needs?



WS: Business leaders, innovators, and unicorns. Stay creative, organized, and nimble.

Q: What is Windsor Smith best known for?

WS: Infusing lifestyle into rooms.

Q: You have pioneered the inventive online luxury decorating service, 'Windsor Smith Room in a Box' - tell us about this and the inspiration behind it.

WS: Those who know me know I have always believed that everyone deserves to have beautifully designed rooms. It felt like there was a demographic that was not getting reached by good design, so it was an attempt to democratize design. Using new technology coupled with the creation of this innovative strategy, you can have access to glamorous, publication worthy rooms. My design team and I carefully curate and scale products tailored to your very specific likes and desired functionality.

Q: Any trends you foresee gaining momentum in 2018?

WS: Heavy focus on surfaces, art, and materials that are globally conscious.

Q: What is the best tip you could give to someone designing their own home?

WS: Scale EVERYTHING and don't be afraid of negative space. If you are a novice it leaves wiggle room for error. ♦

For more information visit windsor-smith-home.com.

Photography by Victoria Pearson, Annie Shak, and Josh Sanseri.