



## GRACE HOME FURNISHINGS

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### DESCRIBE THE FEATURED PROJECT.

This Palm Springs vacation home was for our clients Susie and Barry Cottle, whose main home is in Manhattan Beach. The home was a classic mid-century built by the Alexander Construction Company and was once owned by philanthropist Jeannette Edris Rockefeller. They loved the private, expansive backyard but hated the dark interiors. That's where we came in. Designer Michael Ostrow painted the walls white and worked with a palette of aqua and green to create a fun, bright, casual environment. All new furnishings, window treatments, wall coverings and artwork were selected.

### TELL US ABOUT YOUR FIRM AND THE SERVICES YOU OFFER.

Grace Home Furnishings, founded in 2000 by designers Michael Ostrow and Roger Stoker, features two beautifully appointed showrooms where you can shop, place a custom order or get personalized decorating advice from a team of in-house designers. Whether you are looking for a unique piece of furniture or full-scale interior design services, we can turn that vision into a reality that is classic and refined, elegant yet comfortable. Each project is unique and notable in its own way, and we enjoy the variety of work. We understand that the same fabrics and accessories that work for a single professional will not be practical for a family with young children. We can guide our clients to pieces that are not only aesthetically appealing but that work with their lifestyle as well. Our clients inspire us—we love working with them in finding the style that appeals to them most.

### WHAT DISTINGUISHES YOUR BUSINESS FROM THE COMPETITION?

We produce our own Grace Home Collection® of custom upholstery, case good pieces and fabric. All of our furniture is manufactured in Southern

California, built to order and can be customized in any way. Our fabric line is also printed locally on Belgian linen and features bold geometrics and graphic floral prints.

### WHY DO SOUTH BAY RESIDENTS NEED YOUR SERVICES?

Customers seek us out for our full-service interior design. We can facilitate furnishings, wall coverings, window treatments, etc. We make the process simple, fun and exciting for busy professionals so they can enjoy both the process and the result.

### HOW DO YOU ACHIEVE A THOROUGH UNDERSTANDING OF YOUR CLIENTS' NEEDS AND DESIRES?

Excellent communication. We strive to create a wonderful relationship with our clients—from our first meeting until the project is completed and beyond. Our first step in any design project is to meet with our clients in their home and discuss the vision they have for their space. Once we have a good understanding of what they want and need, we work closely with them to make it happen. Our goal is create spaces our clients can relax in, entertain in and, most importantly, call home.