

Introduce Yourself: Sheri Tuch Hirschfeld

What's Your Story?



Hello. My name is Sheri Tuch Hirschfeld. I grew up in Mar Vista on Purdue Avenue, down the block from my future husband, Michael. Whereas we didn't know one another because of our 7-year age difference, we did have the same kindergarten teacher at Mar Vista Elementary School. Both my mother and father came from huge families, each being one of eleven children. My grandparents were all from Russia and Poland. Whereas all of my aunts and uncles have since passed, I still have tons of cousins in the L.A. area.

I majored in child development and psychology at Cal State Northridge, thinking that I was going to go into teaching, but I kept getting jobs that took me in different directions. I was a production manager in the clothing business and ended up designing the clothes. I represented Italian shoe factories and ended up designing the shoes. I was a showroom manager in the tile and stone business and ended up designing the tiles as well as interiors for my designer clients. I finally got the message and opened my own interior design business six years ago and feel like I truly found my calling (better late than never). I'm also an architectural commissioner for the city of Beverly Hills where I get to work on commercial projects throughout the city.

I love to fill my home with homemade food, music, joyful people and dogs (specifically Barnaby the wonder dog). I also love to travel, go to theater and movies and am always up for a party.

I never thought that being in my mid-sixties was going to be the best time of my life. Rarely does a day go by where I'm not doing something that brings me joy, from spending time with my husband of 38 years, my wonderful kids, Ben and Ari, my son-in-law Aaron and my amazing friends. Being part of ChaiVillageLa has actually made me feel younger, because I'm busier than ever with many new friends who are young at heart.