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Ashley Zaba

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# IN STYLE WITH KIMBERLEY SELDON



The last couple of years have seen a steady rise in home décor design and renovations. Interior designers are often sought after for their keen sense of style and aesthetics. One such designer who has risen to the top of the ranks is Kimberley Seldon. Not only is Kimberley one of Canada's most well-known - and most talented - interior designers, she is also one of the busiest. Long considered a star designer expert, Kimberley has proven to be extremely versatile. She hosts the successful HGTV

program "Design for Living With Kimberley Seldon", runs an award-winning full service design build firm Kimberley Seldon Design Group (clients include President Bill Clinton and Erin Brockovich), appears at various home shows, seminars and fundraising events, serves as design editor at Chatelaine and editor-in-chief of Dabble magazine and is the author of two books (Kimberley Seldon's Business of Design: Part 1 & 500 Ideas for Small Spaces).

In addition to her many TV appearances and other business ventures, Kimberley teaches home décor classes, has a line of upholstered furniture for Brentwood Classics as well as her own line of home décor products and last

but certainly not least, finds the time to raise a family in the midst of it all. Fashion Weekly caught up with the designer diva to learn more about the woman behind the brand and how she manages to balance it all.

**Fashion Weekly:** What made you decide to go into the field of Interior Design?

**Kimberley Seldon:** My first career is television. When I learned I was expecting my first baby I decided to go back to school (to avoid working I suppose) and I chose interior design as a study path. I had no idea I would one day combine my two skills.

**FW:** Do you have a favourite interior designer or someone who has inspired you in your career?

**KS:** I love so many designers it is impossible to choose just one. That said Elsie de Wolfe is the first woman to make a career out of interior design so I suppose she paved the way for all of us.

**FW:** How would you describe your own personal design style?

**KS:** I'm a classicist. I approach design in a cerebral fashion. For me, if you don't get the principals of scale, architecture and function correct, it doesn't matter how gorgeous the furniture is. I cringe when I see a weak pattern choice or a discordant finish. The clients may not know the difference, but the designer must. That means I am constantly seeking higher education experiences.

**FW:** In your long and successful career, out of all the design projects you've done throughout the years, is there that one favourite that stands out in your head?

**KS:** Any time the client jumps with joy, bursts into happy tears or sends me flowers because she's so happy with her home, I'm in heaven. I love all projects. Large and small. Prestigious and anonymous. It's about making someone happy at the end of the day.

**FW:** Not many people know that you're actually a transplanted American.

What made you decide to make the move to Canada?

**KS:** I moved to Canada by chance really. I came to work on a film and never went home. It helped that I met the man of my dreams several months before while vacationing in Mexico. Turns out, he was from Toronto.

**FW:** With over 20 years in the business, you've managed to build quite a name for yourself and shown that it is possible to have it all. You're an internationally

known interior design expert, television and broadcast personality, editor, journalist, a popular keynote speaker, etc. Add on to that, the fact that you're happily married with children. How do you find the perfect balance and juggle everything on your plate?

**KS:** The secret to anyone's success is luck, fearless drive and great support staff. I'm blessed to have all three.

**FW:** Do you have any tips for budding designers as well as DIY'ers who just simply want a change and want to go

**"The secret to anyone's success is luck, fearless drive and great support staff."**

about doing their own renovations?  
**KS:** Budding designers must absolutely become part of

our BusinessofDesign.com community. It's an online resource where industry pros give guidance and advice on running the business. No interior design professional ever got fired because he or she wasn't creative enough. The difficulty with our profession is that it looks like creative fun – shopping with other people's money when in reality, it is hard-core business. As for DIY'ers, ask for help when you need it – most often at the beginning of a project. Make sure your good idea makes sound design sense and then go for it.

**FW:** What is your ultimate recipe for success?

**KS:** 80% business + 20% creative = success

With a thriving career, a wonderful family and a growing brand, it's evident that Kimberley is more than content with life. Without a doubt, her name is one that we will continue to hear about for years to come.

\*For renovation tips or more info about Kimberley and her business, visit [www.kimberleyseldon.com](http://www.kimberleyseldon.com) and [www.businessofdesign.com](http://www.businessofdesign.com)

