



A talented interior designer with over 25 years of field experience, Diane Schaefer (left) became the owner of Decorating Den Interiors, an established Venice business for more than three decades, in 2015. She began her career in Chicago, Illinois, as an in-home designer specializing in window treatments, furniture, flooring, and wall coverings, where she also sold and designed high-end custom closets. Since moving to Sarasota County about 15 years ago, she has been inspired by the beautiful surroundings of the Gulf Coast region and enjoys helping clients achieve the ideal look for their home. "I love getting to know their needs, making their living spaces more beautiful and transforming their dreams into reality," confides Diane.

If this is your first time working with a decorator, you may be concerned about making that first call for assistance, but contacting a professional for advice before you start your project can prevent costly mistakes. The initial consultation regarding a decorating project is available at no charge, and Diane notes, "No project is too big or too small. We can help with an entire house or just a single window. Also, if you are having your new home built, we can assist you from beginning to end in making important time- and money-saving decisions. During our first meeting, we will talk about how you live in your home and work together to define your personal sense of style. We will also discuss your budget so that we can bring together products and a design scheme that is best suited to your needs."

Gulf Coast residents often come to Florida from other areas of the country, bringing with them cherished accessories and furniture. Lifestyle decorating may mean mixing antiques, treasures, or collectibles into their new Florida home. These pieces can be blended and incorporated nicely with almost any décor for a warm, invitingly eclectic living space. Meeting with a decorator in your home is very important, since it offers the opportunity to evaluate your choices with the home's existing lighting. "During our consultation," explains Diane, "we will present an extensive array of product samples, fabrics and decorating ideas, representing styles from classic, transitional, and contemporary. We can provide everything from custom closets, window treatments, wall coverings, and bedding, to furniture, flooring, lighting, and accessories for every taste and budget. Using these items, we create a vision that will beautifully complement your home and also put your unique stamp on your living space."

Coordinating projects for clients residing in Venice, Sarasota, Lakewood Ranch, Bradenton, and Longboat Key, Diane will listen to your needs, handle every detail from initial consultation to final installation, and provide the best service possible. "As a designer," shares Diane, "I take great pleasure in working with my clients to discover their home's unique potential. Give me a call and we can schedule your complimentary design consultation right away!"

Top Trends in Christmas Home Décor for 2021

WRITTEN BY DIANE SCHAEFER,
OWNER OF DECORATING DEN INTERIORS—VENICE

Without a doubt, we are all looking forward to a good ending to 2021. Here are top trends we are seeing in the design world for this holiday season:

1. Navy—the Pantone® color of the year. Classic blue will play a big part in holiday décor. If you have navy accents in your home, consider bringing it into your holiday décor!
2. Platinum—it falls between gold and silver, and tends to be a bit softer. Add it with ivory or onto a flocked tree for an elegant, glam look.
3. Metal—can be a fun, great element to add to your holiday cheer. Think oversized bells, tabletop pieces, and tin ornaments.



DECORATING DEN INTERIORS

Committed to Creating Your Perfect Space

WRITTEN BY SAM SCHUNK
PHOTOS PROVIDED BY
DECORATING DEN INTERIORS
VENICE GULF COAST LIVING MAGAZINE



4. Nutcracker—one of our favorite new trends for 2021. The nutcracker theme takes on a whimsical elegance. Consider placing nutcrackers into the body of your tree or bringing in a playful, plaid nutcracker ribbon.
5. Neutral décor—neutral color palettes are all the rage. With trends of home décor in soft gray, white, and greige (a combination of gray and beige), it makes sense that neutral color schemes would have a place in Christmas décor.

For more information about this advertorial, call 941.484.3596 or email decndenvenice@gmail.com. Located at 614 Cypress Avenue in Venice, Decorating Den Interiors is open 9 a.m. to 2 p.m. Mon. through Fri., or by appointment.

Call Decorating Den Interiors for all your decorating needs!