



## Shades of Color & Light!

PHOTOGRAPHED BY KELLI TINDALL  
VENICE GULF COAST LIVING MAGAZINE

**W**ant to add an instant dash of style to your existing décor? Seeking to significantly change the mood of a room? By simply replacing the shades on your lamps, chandeliers or lighting fixtures, this can easily be accomplished, giving your space just the right amount of drama, visual punch, and pizzazz!

Lampshades also serve another purpose—to diffuse or redirect light emitted by the bulb for maximum effectiveness. At Joe-Lin Lampshades, you'll find quality pieces that provide just the right lighting. Located conveniently off US-41 in Sarasota, this boutique has been a 'go-to' place for homeowners, decorators, and area lighting shops since the original proprietors, Louis and Garnet Bond, opened it in 1987. For the past 12 years, it has been headed by owner Anna DeFerrari, who trained with the Bonds and continues to build upon the strengths that have made this unique store such a success.

"We have the largest selection of lampshades on the Suncoast," she shares, "including everything from silk to hardback, and most of them are made in America." Gazing around the showroom, which is well stocked with lampshades of every size, color, and structure, it's easy to appreciate the variety on display. Those who

love the contemporary coastal look will appreciate the popular drum shades in Key West green and tangerine orange, as well as lamp bases shaped like seashells and seahorses. She adds, "If you are unable to find what you're searching for in terms of color, fabric, pattern, shape, size, or texture, we would be glad to custom order the perfect shade for you."

Joe-Lin also carries a wide assortment of lighting accessories such as bulbs; chains and fan pulls; harps, the metal frames for holding shades in place; canopies for covering ceiling boxes; replacement crystals and shades for chandeliers; and finials, the decorative pieces accenting the top of a lampshade. Of this last item, Anna shares, "We are known for having the greatest selection on Florida's west coast, ranging from crystal or coastal to Asian and an assortment of other unique patterns."

If you want to give new life to a lamp, whether it's a cherished family heirloom or a more recent acquisition, the knowledgeable staff can help you. "We can take your old lampshade and completely restore it, or fabricate a replacement that's as close to it as possible if you prefer," Anna says, "Knowing that a lampshade has been made especially for your lamp is about as custom as it gets."



*The Joe-Lin team—Jim Martin, Annette Carignan, Georgia Zimmerman, Suzanne Herbert, owner Anna DeFerrari—look forward to seeing you soon*



*A Bit of Fun!*



**A**nother plus the store offers is having an onsite technician who will get your chandelier or lamp back into working condition to your satisfaction. Anna shares, "In repairing or creating lamps, our department offers the highest level of efficiency, innovation, and quality."

Joe-Lin boasts numerous long-term customers such as Carmen A. Conway of Sarasota, who reports, "I've been coming here for over 38 years, usually to have a lamp repaired or to buy a new shade. It has the best service, prices, and selection around." Joyce Horton of Bradenton says, "The staff is very helpful and knowledgeable. They seem to know exactly

what you want as soon as they see your lamp. The quality is outstanding, and it's such a fun place to visit."

Stop into the showroom at Joe-Lin Lampshades and find the perfect accessories for every lamp in your home.

*For more information about this advertorial, log on to [JoeLinLampshadesInc.com](http://JoeLinLampshadesInc.com) or call 941.924.1038. Conveniently located at 5778 South Tamiami Trail in the Phillippi Plaza in Sarasota, Joe-Lin Lampshades is open 10 a.m.–5 p.m. Mon.–Fri. and 10 a.m.–3 p.m. Sat.*