

No place like home

Interior designers cash in on homeowners staying put

INTERIOR DESIGN
TOPLIST,
Page 4A

By **Gaye Bunderson**
IDAHO BUSINESS REVIEW

Several interior designers in the Boise area believe that, though new home construction has slowed, it's still a good time to be in the residential interior design business.

"The slowdown in the housing market has had a significant impact on the new construction side of the business as I'm sure you can imagine," said Jill Miller of Jill Miller Interiors in Eagle. "The challenges that we are facing in the economy today have made consumers a little more cautious when making decisions regarding home design."

Still, Miller said she is doing a thriving business in remodeling existing homes, and has even noted an increase in such work. "Clients are deciding to stay put in their homes, pull equity out and make some of the changes that they have possibly been considering for several years," she said.

One Day Redesigns CEO Irene Woodworth said the downturn in the housing market and the economy, rather than hurting her Boise-based business, has opened up new opportunities. She said her clients are realizing the value of saving money and time by redesigning their homes.

Woodworth has discovered the value of adapting to recent changes in the housing industry. "Those who do not adjust and adapt to changes soon become extinct," she said. She has launched a companion business to One Day Redesign called the Color and Redesign Institute, which focuses on helping clients pick interior design colors most compatible with their personalities.

Designer Melanie McLaughlin, of McLaughlin Interior Design in Star, said she has not experienced a slowdown in her business at all, due to the fact that she has developed strong working relationships with established builders locally and in McCall. She said her client base is focused on building special, unique homes.

"I am working on a spectacular, 11,000-square-foot home in McCall that has some wonderful details," she said. The home includes a full-length, two-lane bowling alley and a room she calls a "bunk room" that features antique barn doors.

Locally, business has not diminished either, according to McLaughlin. "Two homes that I'm working on showcase a more streamlined architecture and interior design," she said.



PHOTOS COURTESY OF IRENE WOODWORTH

✳ Irene Woodworth, CEO of One Day Redesigns in Boise, said the downturn in the economy has opened up new opportunities for her company as clients realize the value of saving time and money by redesigning their homes. Above is an example of one of Woodworth's home office projects. Below is the same office before her changes.

