

## {Writing Sample: About Page for an Interior Designer}

### **Accessible Luxury for the Modern Young Family on the Go**

Dog hair, sticky kid handprints & red wine spills.

Modern, sophisticated design.

The truth? You **can** have both.

You're a busy professional with a demanding career, soccer practices, dance recitals and playdates to ferry the kids around to, dinner dates with your significant other (when you can find the time), and possibly a menagerie of pets at home to boot.

Crazy-busy? Yes. Ready to give up and give in to the idea that a young family with kids, careers and a rambunctious pet or two isn't meant to come home to an oasis of comfortable elegance at the end of (yet another) jam-packed day?

Definitely **not**.

Hey, I know kids, pets, and red wine are facts of life (they're definitely the facts of *my* life), but that doesn't mean you can't have an inspiring, sophisticated home environment – one that stands up (gracefully) to your energetic young family's wear-and-tear.

### **That's where I come in.**

I'm Jane Smith, and **I create interiors that are luxurious, yet livable for the modern young family on the go.**

I'm a Parsons-trained interior designer and an active member of ASID Carolinas who honed my skills at the elbow of master French designer Robert Couturier. I've been called a "decorating superstar" and a "Southern visionary with an impressive sense of style," but at the end of the day? My most important goal is create a space that works for the family living in it, so they get to experience that "I can't believe I get to live here!" feeling every time they walk through the door.

From French Modern to Classic Contemporary to Southern Traditional with a twist, I create interiors that balance natural elegance and glamor with practicality. My designs combine

casual, organically modern style – think sophisticated finishes, elegant nature-inspired elements, and gorgeous lighting – with durability that stands up to your life: sticky fingerprints, dog hair, wine spills and all.

### **What Others Are Saying**

“With 2 small children under the age of 7, two dogs, and a crazy schedule, I’d almost given up on the idea that my home could be beautiful, comfortable AND practical at the same time, but Jane made it happen. She created a true sanctuary for our family that we’re thrilled to come home to everyday.” Abby M.

“She’s a creative genius, I could not be happier with the beautiful, warm, calm space she created for me and my husband. Bonus: she’s a dream to work with – friendly, down-to-earth, and easy to talk to and collaborate with.” Elizabeth G.

“We still can’t believe we get to live here, in our own personal magazine spread. Our teenagers actually want to hang out at home now.” Tom and Cindy H.

Enter your email below to grab my free guide, ***From Chaos to Calm: 7 Simple Steps for Transforming Your Home into an Oasis of Practical Luxury***. (Plus weekly design tips and inspiration I only share with my email subscribers.)