

Charlotte

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DESIGN & DECOR[®]



This ultra-luxe living room is perfect for entertaining or just curling up with a good book.





DESIGN TO SCALE

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*Dressing up
a model
home is truly
a collaborative
effort.*

When award-winning custom homebuilder Simonini planned a small, unique community of townhomes in the best part of town, they knew they would need a design team that could highlight the exquisite architecture while also creating a stunning interior worthy of the urban surroundings. Eastover City Homes offer a city-feel—with proximity to food, shopping, entertainment and local businesses—in a small town environment nestled in the thriving Eastover neighborhood.

Designer Heather Smith imagined empty nesters who liked to entertain when designing this chic living room that's both comfy and funky.





Top: This classic neutral bedroom is sophisticated and calming.
Right: An inviting nook in the bedroom is awash in neutral tones and begging for relaxation time.



The light, bright kitchen is clean and open, with upholstered bench seating for casual entertaining at the bar.





An earthy wooden dining table is raised to formality with creamy upholstered bench seating, warmed up with pillows and neutral throws.

“We were looking for a design firm that would compliment the townhome’s classic features, but was also willing to step outside the box,” explains Louise “Weezy” Parsons, sales associate for Simonini. “We envisioned uniquely versatile furnishings that could flow seamlessly from the open floor plan inside to the veranda outside. Circa Interiors nailed it.”

Designer Heather Smith of Circa Interiors was excited to tackle this project and knew the goal was to execute a traditional look while still pushing the envelope. “With the location being just steps away from Providence Road and all the convenience of city living, we imagined the homeowners might be empty-nesters who love to go out but also entertain at home,” says Smith.

Keeping this in mind, Smith chose natural fabrics in shades of neutrals and layered them for interest and extra durability. “The upholstery is comfortable, but over-scaled, which suits the larger size of the rooms,” Smith explains. Pops of color were weaved through the design using unique and beautiful artwork loaned from Jerald Melberg Gallery and accessories brought in from Circa interiors. Everything was tied together with gorgeous floor coverings from Charlotte Rug Gallery and linens from local boutique, Isabella.

Every individual lives differently,” says Parsons. “Good design is when the homeowner is happy!” The model home for Eastover City Homes proves that good design is, as Smith suggests, welcoming but stylish. “I believe



Left: Artwork from Jerald Melberg Gallery is expertly accented with simple accessories that can be easily arranged and rearranged according to taste.
Bottom: The neutral rug from Charlotte Rug Gallery balances the rich earthy browns in this cozy breakfast area.



humble, natural materials that are meant to be touched are more appealing,” she continues. “Mix in specialty pieces for impact and use scale—longer sofas, taller curtains, larger rugs and bigger light fixtures to simplify a room and make it look larger.” Smith also adds that accessories should reflect your personal style, like a beautiful box to hide things away, a candle, a nut bowl, or photography books of your favorite destinations. “All can be decorative and functional.”

The model home designed by Circa for Simonini won the Parade of Homes Gold Award in the \$925,000 - \$1.2 Million category. During the open house, guests were able to explore the townhome and admire the design. Most everyone agreed the open living room with floor-to-ceiling doors flowed effortlessly into the outdoor living space and was stunning yet perfectly comfortable.◆