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FEATURE

Dawn Falcone Lifestyles

Encore exclusive interview with designer Dawn Falcone

by Julia Taveras



Like many designers and organizers, Dawn Falcone started at a young age. From organizing her mom's closet as a kid to redecorating her room as a child almost every year. Her instinct for design, along with a degree in fashion design from the Fashion Institute of Technology, combined so that in 2005, she created Dawn Falcone Lifestyles. Her business focuses on going beyond design (hence the use of the word "lifestyles"), helping people find their personal style and make the best use of it. The main thing that struck me about Dawn's process and work is that she wants her clients to feel it's their personal style when they walk into a room.

Describe your process of redesign and repurposing:

I first ask them to go through magazines and pictures to look for things that inspire them; it could be anything, really. Then I go in for a consultation, see what's working, what's not. Then I ask them a series of questions like, 'If money weren't an object, what would this look like?', 'How do you feel when you come home?' and 'How do you want to feel when you walk into a space?' I don't stay in the 'Do you prefer modern or contemporary design?' part.

How does your double-purpose approach to design influence your work?

"With the economic recession," she says, "not a lot of people are doing renovations anymore." Dawn's most recent clients include people who thought they were moving out of their apartments, but now have to stay a few more years, so they call her for professional advice on making the best use of what they already have.

Do you have any tips for New Yorkers this summer?

"If you have time and really want to change things, take down all your decorations and clear stuff out so that you have a clean palate to work with. Then try putting back only things that really mean something to you."

To learn more about Dawn Falcone's repurposing, redesigning and personal shopping services, go to www.dawnfalconelifestyles.com.



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