

Scott Shuptrine Design Studio Makes Life Easy

Interior design of yesterday was reserved for the wealthy and socially elite.

The administrators were normally people of culture and good taste — perhaps not your taste, but "good taste."

Today, the design process has become more specialized and individualized with total customer participation. And the designers themselves are professionals — professionals in the field of interior design, and professionals at fulfilling the needs and desires of each particular customer.

Scott Shuptrine's design studio is made up of these people, professionals who have received degrees in interior design from accredited colleges and make their skills and expertise available to clients at a reasonable cost.

"We go out to the client's home and analyze the specific areas that need work, for example, a new addition, or the entire concept in the case of a new home," said design studio Director Kasey Pierson. "We come back and do floor plans and color schemes, carpets and window treatments, and, of course, furniture. We even do custom furniture and coordinate painting schedules."

"It is a full service," she said.

And the guiding principle, through the whole process, is to meet the client's needs.

"We look at the client as a person," she said. "What are they going to be doing in the various rooms, what their lifestyle is, if they have small children. We do not dictate to the client what they want. I stand firm on that. We want to make your life easier, not more difficult."

Pierson said that her designers have a number of skills that could make a home more livable — even increase the market value of a home going up for sale — making potential home buyers fall in love with the house when they walk in.

She explained that there are color schemes that make an area feel larger. And if a buyer likes the color scheme, then there is no need for costly re-painting and re-design, thus reducing the worry of additional home expenses to the new owner. These benefits not only raise the value of a home, but expedite its sale, as well.

But most of all a good design really benefits the current homeowner.

"For most of us, our house is the most expensive investment that we have," Pierson said. "We want to come back to a home where we can feel comfortable doing whatever we have to do."

Why not invest in the services of an interior designer?

"We can create rooms that encourage learning, and rooms that help you relax," she said. "Part of our job as designers today is educating the public about the effect that our knowledge of shapes and forms and color can have."

For example, Michigan is not known as a sunny state for much of the year. But there are color schemes that can produce brighter rooms and sunnier dispositions in their occupants.

Another common problem area is when a part of the house gets too much traffic.

"Through the use of color and pattern we can encourage people to move to different areas," Pierson said.



Scott Shuptrine staff, left to right, Arleen Kageff, Kasey W. Pierson, Cynthia Szymanski, Kimberly Gerrie, Linda Thomas.

"Our designers bring much more with them than cute trendy things," she added.

Each designer not only has a good working knowledge of the total design route, but also specializes in particular areas.

"For instance, I have one designer who loves to work with 17th century and 18th century English styles," Pierson said. "I have one designer who graduated from Lawrence Institute who has an architectural background and loves to do commercial work. We have a really good range of strengths in all areas."

There are seven designers working for Scott Shuptrine, five at the Troy store, one in Bloomfield, and one in Novi. All but two are women.

Pierson has been in the design business for over 30 years and just celebrated her one-year anniversary at Scott Shuptrine.

The company, which has been in business since 1927, is a major source of retail furniture.

"We offer furniture in all different price levels and, within our design department, we also offer drapery and wall paper, carpeting and accessories."

But the designers' resources are not

limited to what you see in their already extensive showrooms.

"When enlisting the services of our designers, you can feel confident that all avenues will be pursued in completing your project," said Pierson.

This fall, the trend is toward comfort in furniture, and in color schemes.

"With the pace most of us are keeping on a day-to-day basis we want to go home and be good to ourselves," Pierson said. "Home fashions is going back to that good, basic design. It's very relaxed, comfortable."

Customers are also comfortable with the fact that they don't have to pay a lot of money to get great design.

The designers can work on a retainer or hourly basis with the retainer being applied to their purchases.

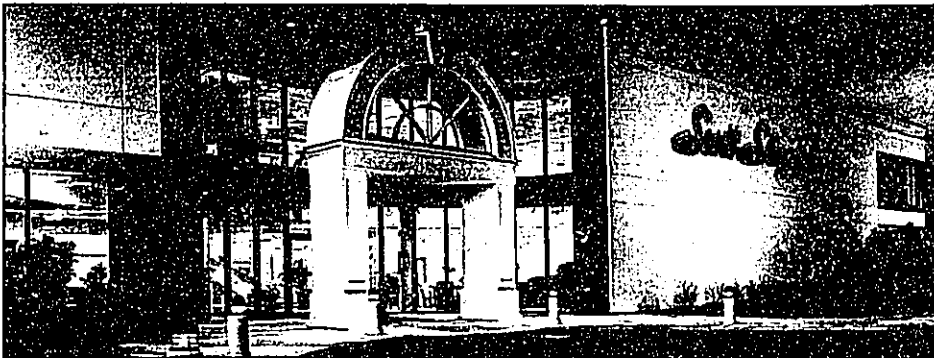
"I don't know of too many places in town where you can get professional design service with a rate like that," Pierson said. "The only additional charges are if we come to your home and rearrange the furniture that you already have. Then there is an hourly fee."

Pierson added that she's in the process of expanding the design department.

"We've benefitted from the growth in Oakland County," she said. "There's a lot of new house building and many people are adding on. But I think the main thing is that we have stores that are strategically located in convening areas and we have a tremendous showcase. We're one of the few stores in the area that can show such a range in style and price, and it's displayed beautifully."

The Design Studio is located in the Troy Showroom at 977 E. 14 Mile Rd in Troy, which is the biggest store, with 80,000 square feet of area. Hours are 10 a.m. to 9 p.m. Monday, Tuesday, Thursday, and Friday, 10 a.m. to 6 p.m. Wednesday and Saturday and noon to 5:30 p.m. on Sunday. Other stores are at 4110 Telegraph Rd. in Bloomfield Hills and 43606 West Oak Dr. in Novi.

The Scott Shuptrine Studio of Interior Design can be reached at (810) 585-3300.



Scott Shuptrine's Studio of Interior Design is located at the Troy location, 977 East Fourteen Mile Road.