

JULY 2017

DANIEL ISLAND Life

the innovative way to connect



THE WILHELM FAMILY

*Photo by Mandy Riley
of Ellis Avery Photography*

www.facebook.com/danielislandlife

YOUR STORIES. YOUR PICTURES. YOUR ISLAND.

sponsor of the month

Lorraine G. Vale

Name: Lorraine Vale

Business: LORRAINE G VALE

Position: Principal Designer

Where did you grow up? How long have you lived in the area? I was born in Palo Alto, CA and grew up in upstate New York. I moved to RI to attend Rhode Island School of Design. I remained in RI after graduating and started my design career prior to moving here in 1999. My husband, Rick, and I were fortunate enough to have been ahead of the influx of people discovering the beauty of Charleston and the Low Country. We were able to experience and fall in love with the southern pace of life. We moved to Daniel Island in 2008 and instantly knew what a wonderful life we could build for ourselves here.

Tell us about the events that led up to where you are now: While attending RISD, I studied architecture not realizing that I would later use that education in a second career. I also studied light metals which led me to my first career path in jewelry design. I started out as a fine metals jewelry designer in gold & silver but was lured into the fashion jewelry industry as it proved to be more spontaneous, creative and fun. I spent a few years building my portfolio free-lance designing for various companies, one of them being Swarovski. I was then offered a position as a full-time designer, and after a few years, I was Head of Design, Jewelry Division, Swarovski N. America.

What is your business and how/why did you start your business? I am owner and Principal Designer of LORRAINE G VALE. We are a design firm offering the full spectrum of interior design. We can help with re-designing a whole house or a room with space planning for furniture placement, paint



Photo by Holger Obenaus



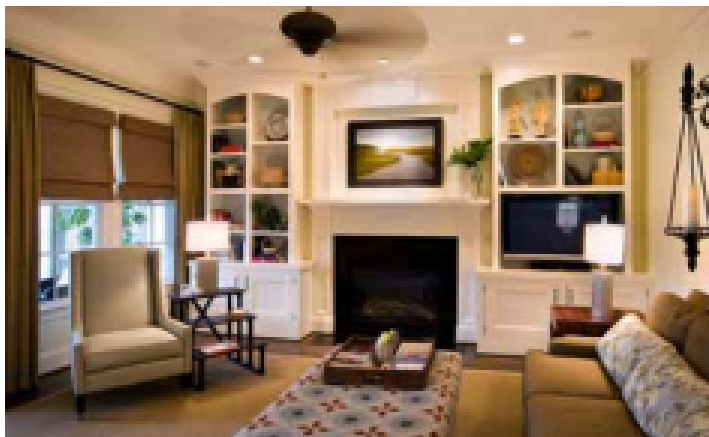


Photo by Michael Costa

colors, draperies, bedding, accessories, etc. I also have 10+ years as a selections experts in new construction and renovations.

I started my business after building our home. I was completely engrossed in the architecture and floor planning of our house. I loved the entire experience and found I had the skills and talent it takes to put a home together from the planning stages. This was the catalyst to my second career path. I spent time gaining a working knowledge of the business, then ventured out on my own.

Where are you located? We have a comprehensive fabric library/office space right here on Daniel Island at 130 River Landing Dr., Suite 12-C, one block up from the ARB & HOA. Living and working on Daniel Island makes it convenient for me and my clients. Since most of my clients are on Daniel Island, I can be at a client's home or on site in a matter of minutes.

What is unique about your business? I bring elements of creativity and imagination to my work resulting in livable and understated interiors. I believe this is what makes my company and design aesthetic stand apart. With several design disciplines in my background, I pull from that knowledge to formulate interesting and relevant interiors to the benefit of my clients.

What services do you provide? My firm offers an array of services for residential, hospitality, and commercial properties. These includes specifying artwork, area rugs, accessories, custom window and floor coverings, furniture, overall design concepts and furniture layout to name a few. In addition, I am a new construction selection expert with a general idea of construction procedures and scheduling, making the selection for allowance items for builders and custom clients on time and in budget. I also offer consultation on architectural blueprints and electrical plan review.

Have you had any recognition for your work? We have been award 'Best of Houzz' every year since 2010. This award is based on the number of times my work has been liked and saved to an idea book by viewers. Also contributing to receiving those awards is

the 31 five star reviews I've received from clients and colleagues. I have also received a 100k+ award from Houzz that indicates one photo of a room has been saved to more than 100,000 idea books. I am also the recipient of 2 Excellence in Design Awards from ASID. One for corporate under 7000sq ft and one for private residence under 3500sq ft.

What is most gratifying about what you do? Most gratifying is stepping back after the last picture is hung, pillows are fluffed and fresh flowers are arranged in the vase. Taking it all in and seeing the joy and sometimes disbelief on my client's face at the transformation of their space.

Given your business expertise and the nature of what you do, what advice can you offer to the residents? We have so many families moving onto our beautiful island. To alleviate some of the difficult decisions, I would suggest contacting LGV for an assessment of your existing furnishings before you call the movers. We provide a space planning service for the placement of your existing furniture in your new home. In that process, we determine what furnishings will, or will not fit in your new house. We save you time as well as money, by bringing only that furniture that fits. On move-in day, you will be equipped with our placement plan, knowing exactly where each piece should go. Very handy for when the movers ask "where do you want this"?

In more general terms, if anyone is thinking about hiring a design professional, do your research. Before contacting a designer, google them. If they are an established interior design professional, they should have a website and a presence on other platforms. This will enable you to determine if this designer is right for you. And lastly, read their reviews.

To what do you attribute your success? As with any service business, mine is referral based. Keeping that top of mind, during our initial meeting, I listen as a client tells me why they are seeking to hire an experienced interior designer and what their goals are for their home. It's been said that I have an innate ability to interpret the personal style of my clients and take that aesthetic to the end. That, coupled with a simplified process, makes for an enjoyable experience and a very pleased client. My goal is to leave every home with happy clients. In the best situation, they will then refer me to their friends and family. Customer service is a pure and simple way to build a successful business.

Contact information:

Lorraine G Vale
LGV, LLC
130 River Landing Dr. 12C
Daniel Island, SC 29492
www.lgvale.com
www.houzz/pro/lgvale
Instagram: lorrainegvaledesign
843.216.2002