

HOME GARDEN TRAVEL + LUXURY LIFESTYLE

PORTRAIT®

CELEBRATING
30 YEARS

PORTLAND



INSIDE: HIGH DESERT LIVING TRADITIONAL TWIST

How does being a second-generation designer inform your collaborations between homeowners, architects, and builders?
Love what you do and who you do it with. My mother's motto was "We love our work and it shows", which, as a teenager I thought was beyond cheesy, but now I wholeheartedly embrace this philosophy.

What's the first thing you notice when you walk into a room?
The first thing I notice are the possibilities to create something magical and meaningful, to create a backdrop for clients to live out their best lives. I love the monumental transformations we make in our clients' lives that allow them to flourish and thrive.

In your opinion, what is the most fundamental element of interior design? Where do you start on a new project?
This answer depends on client needs and budget, but generally we concentrate on functionality and constraints. Within the context of that, our goal is to create a space that is pleasing to the senses and meaningful to the client.

Your company is known to be service-oriented, share why collaboration with your clients is so crucial.
Our clients are at the heart of everything we do. We listen, understand, and prepare tailored designs to meet their specific needs and desires, providing a personalized, attentive experience from conception to execution.

You work with a team of talent; how does this influence your work with design?
I really do have the best team! They each bring special skillsets to the table, which allow us a much broader field of possibilities to meet and often exceed client expectations.

What is your design philosophy?
I firmly believe a home should reflect the inhabitants, not me or my design team. To that end, we are dedicated to creating authentic and functional spaces, masterfully tailored to our client's lifestyle in a unique and stylistic approach.

What is a design rule you use again and again?
If you like it - get it! unless I don't like it—wink-wink—then let's discuss our options. If it's regarding getting an animal, or using an animal print or pattern, or anything related to animals, the answer is always yes! It is the same with using wallpaper—wallpaper is always a good idea—especially wallpaper with an animal motif, design nirvana!

What are a few indulgences you like integrating into a space?
Luxurious bed linens and superior mattress construction. If we are lucky, we spend about a third of our time in bed, shouldn't it be extraordinary?

Favorite part of the design process?
Install day! Whether it's a multi-year new build culminating in a weeklong move in, or a smaller remodel or refresh, I love a good reveal. Installations are such hard work but also THE BEST! Seeing everything come together in a cohesive way - all the planning, scheming, collaboration, creativity and talent of our team and artisans installing the rugs, furniture, window coverings...hanging



Jennifer Leonard, principal, Nifelle Design
www.nifelledesign.com

the art, accessorizing the spaces and sharing the joy (and usually tears) when clients enter at the end to see their dreams come to life - that's what I live for. That's why we work so hard to provide spaces for our clients that exceed expectations.

Outside of work what interests you?
Working in the garden, caring for our 50 + koi fish. Playing with our goofy English Cream Retriever, Leo. Hiking anywhere. Traveling anywhere.