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JANETTE MALLORY & HER ONE-STOP SHOP FOR TOP DESIGN

— By Louis B. Hobson

IF ANYONE NEEDS A CLONE, IT'S L.A. INTERIOR DESIGNER JANETTE MALLORY.

After a decade of designing high-end homes as far afield as Abu-Dhabi, Riyadh, and Cairo (not to mention throughout California), the renowned interior designer added another business to her full plate and opened Janette Mallory Home Furnishings, her Tarzana boutique, three years ago.

Asked why she opened a new retail venture at a time when her residential interior design business was booming, Mallory jokes, "I was having a bad day. I guess!"

The truth is she "just wanted to do something different and kind of reinvent myself a little bit." Mallory admits she has "always wanted to have a small boutique. I love to be around people. Having this store, I never know who is going to blow through my door."

Rather than detract from her design business, Mallory's boutique has brought her a host of new clients. People who purchase items at the boutique are generally so impressed they ask Mallory to help them incorporate them into their homes, thus becoming new clients for her design business.

The selection at Janette Mallory Home Furnishings (www.janettemallory.com) is so impressive because Mallory travels to all the major furniture shows in order to fill the 2000-square-foot space. "I have upholstery items in the store, chairs, couches and a lot of beautiful cabinets."

"I try to buy one-of-a-kind pieces that no one else in the Valley is going to have. That's why I traipse around to all these shows looking for the unique pieces you're not going to see in everyone else's home. It not only keeps my boutique fresh and different, it keeps people coming back."

Mallory says that having so much individuality in her merchandise is important her clients; her customers know they are buying pieces that will be unique to them. That is why she does not reorder items.

Plus, when it comes to furniture, the designer/entrepreneur knows quality and design, so only offers the best quality to her clients. "For my own projects, I definitely make all my own furniture. For the shop I have only top-quality pieces." Mallory describes her design style as transitional. "Over the years, I went from a traditional style to a kind of eclectic one. Now I would say I am transitional." To Mallory that means "not traditional

and not contemporary but kind of in the middle. I mix Asian with traditional and contemporary to come up with a transitional look."

Mallory, a single parent with a young son, has made the San Fernando Valley her home, both personally and professionally. She says she is committed to offering world-quality furnishings at Valley prices and to that end offers items in the shop that are both unique and affordable.

Mallory feels she enjoys so much repeat business because she works all sides of the business herself. "I go to all the meetings. I do all the shopping and I do all the designing. I have assistants but ninety percent of what we do is me."

Business at the boutique demanded Mallory double the size of the store last year. "It could be even bigger but this is the best size for me to handle personally. I have my design studio in the back of the boutique and I am always available to answer questions."

For the upcoming gift-giving and party season, Mallory is offering "Mini Home Makeovers," which she envisions as a way to "help people spruce up their homes for the holidays" by changing accents, or just the look of one or two rooms, not the whole house. It's a chance to tap her expertise and learn just how to put everything together to create an exciting and individual home interior that neighbors will envy. Isn't that a holiday gift to love? ❖

