

CREATURES OF COMFORT

Carly Margolis, Cavern Wallpaper
 Commune with nature inside your own home with Carly Margolis's Cavern wallpaper. "My motivation is to introduce elements from the natural world to contemporary interiors in an effort to unite the two," explains Margolis. Her latest collection incorporates hand-drawn designs and earthly influences. She describes her Paleolith paper as "an abstraction of earthy processes: strata of sedimentary rock, ocean currents, glacial crevasses, and wind patterns." Available at Kaviar & Kind, 8533 West Sunset Boulevard, West Hollywood; 310-659-8857; cavernhome.com.



Beth Ann Shepherd, Dressed to Close

"Fabulous by Friday" is the motto of Beth Ann Shepherd, owner of the home staging company Dressed to Close. Specializing in glamming up homes for the real estate market and long-term rentals, Shepherd can transform a dwelling into a decadent living space in 48 hours. "Everyone knows my homes because they have a look that's very contemporary and Hollywood chic," says Shepherd. In fact, home buyers love her work so much they often purchase the house and the appointments in it, which inspired Shepherd to create her own line of furnishings. Dressed to Close, 2304 South Beverly Glen, Suite 202, Los Angeles, 310-5560418, dressedtoclose.com.



Greg Firlotte, Marketing Director at Phyllis Morris
 "Mix it up, for goodness sake," pleads Greg Firlotte. "Nothing's more boring than having all your decorative elements in the same style." True to his word, Firlotte's living room features a Queen Anne armchair rubbing elbows with a mod sofa and a flea market coffee table, all atop an oriental rug. Characterizing his own aesthetic as "out there," Firlotte loves watching others react to design different from their own. "It's better than a Rorschach test," he says. "If someone rolls their eyes when they enter your living room, you might want to serve the cheap wine instead!"



Ariana Lambert Smeraldo, Lily Lodge Florals

Tired of flowers arranged in "ugly" glass vases, Ariana Lambert Smeraldo opened Lily Lodge, and now scours antiques shows and flea markets in search of vintage vases (such as those by Murano or Ron Araad) that turn a flower delivery into a gift. Lambert loves to decorate with the unexpected and fills her boutique with organic parrot tulips, anemones, and garden roses. Lily Lodge Florals, 644 North Robertson Boulevard, West Hollywood, 310-360-9400; lilylodge.com.



Linda Allen, Linda Allen Designs

"I spend a lot of time getting to know each client so their environment can be customized to stimulate their senses," says Linda Allen, an interior designer who specializes in custom light fixtures and lighting. Case in point: She's currently working with a client who loves to shop in Paris. "Her bedroom looks like a 1930s Parisian atelier," describes Allen. "So I re-created her closet to look like a dream shopping experience à la Chanel Boutique—complete with a black mirror that has "fabulous" etched into it as a mantra." Linda Allen Designs, 2047 Live Oak Drive East, Los Angeles, 323-466-4800.

