

Backgrounder




Having grown up in the Deep South in Mobile, Alabama, interior designer extraordinaire Elaine Williamson, Principal of Dallas-based Elaine Williamson Designs, has always had an affinity for the grace and elegance of southern luxury - the textures, layering of patterns, and the richness of depth and color.

Upon relocating to New Orleans in later years, her spark for interior design flourished - as did her business. Beginning her career primarily with residential remodeling and styling, she quickly established a loyal following. After a brief hiatus to home school her two children, Alexandra and Austin,

Elaine re-established her rightful place in the New Orleans design scene and realized much success "To this day, the flavor and essence of New Orleans has never left my soul," Elaine says.

Seven years later, her husband, a real estate developer, relocated the family to Dallas, Texas. In short order Elaine opened her first retail design establishment, Bella Cosa (meaning "beautiful things" in Italian). With this, she had formally "arrived" in Dallas.

Rapidly making a name for her store and herself, Elaine's flair for design was in demand once again. In just its first year of operation the store outgrew its location, and a short eighteen months later outgrew its second location. Elaine's third storefront location was a full-service retail and design center encompassing a full 8,000 square feet. Due to an escalating demand for Elaine's services for both residential and commercial interior design projects, in 2007 she made the decision to close her retail store and focus all of her efforts on the interior design business. With that epiphany came the advent of Elaine Williamson Designs - a full service firm specializing in high end custom interior design and style making now with a nationwide project portfolio that includes residential and high rise properties as well as commercial and retail projects.



With over 20 years experience and clients throughout the United States, Elaine's reputation for creating distinctive, highly personalized designs that are elegant with maximum visual appeal, yet entirely functional, comfortable and livable, have made her among Dallas' most sought after interior designers. Indeed, he's received numerous accolades for her work and, despite the declining economy in recent years, her namesake company has continued to flourish.

After completely designing a state-of-the-art Parade of Homes in 2007, Elaine Williamson Designs was recognized as one of the region's best, having received multiple "Excellence Awards" from the Home Builders Association of Dallas. Elaine was also recognized by the Annual Arts Awards, a premiere awards program dedicated to the home accessories industry, and her company was named "Best of Business" by *Frisco Style* magazine. These achievements and others helped establish Elaine as the go-to designer for "ground, up" residential design and the designer of choice for several retail locations throughout the Frisco and Dallas area. After being tapped as the sole project designer for an upscale 12,000 square foot family physicians' office in Southlake, Texas, Elaine is credited with rethinking and reestablishing expectations of the typical doctor's office visit. This effort resulted in three more medical offices following suit that same year.

"Whether for a business or home owner, I, along with my talented design team, work closely with each client to identify their individualized needs, desires and style sensibility assuring that the finished design not only meets, but exceeds expectations," Elaine notes. "Whether the client seeks a sleek, modern look, clean and transitional, or traditional elegance, my expertise, experience and creativity assures each client's vision is woven thru every detail."

With a new decade now underway, Elaine will be taking her interior design company to new heights with brand diversification and expansion. Among other exciting ventures, her company is slated to unveil its signature EWD-brand candle and semi-custom drapery line in 2010, which will be available at retail design boutiques nationwide.

