

DESIGNER'S SOUTHERN ROOTS HELP GROW THRIVING BUSINESS

Elaine Williamson is principal of Dallas-based Elaine Williamson Designs, a full service, award-winning firm that specializes in high-end custom interior design and style making. The firm's project portfolio includes residential and high-rise properties as well as commercial and retail projects nationwide.

With over 20 years experience and clients across 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.

Having grown up in the Deep South in Mobile, Alabama, Elaine 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 reestablished 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 18 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.

Despite the declining economy since that time, her namesake company Elaine Williams Designs has continued to grow. Indeed, 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*.

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



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following suit that same year.

"Whether for a business or homeowner, 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, clean, and transitional style or traditional elegance, my expertise, experience and creativity assures each client's vision is woven through 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, semi-custom "EWDesigns" drapery line in the fall of 2010, which will be available at retail design boutiques nationwide.

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