

DESIGNER SPOTLIGHT: THE CHARMING DESIGN STYLING OF DEEPDALE HOUSE LLC INTERIOR DESIGN

September 23, 2021 | By Country Carpet



aesthetic of her native Canada with the cozy and comfortable vibe of the United States. Get ready for a truly enlightening story and discover how she captures nature's elements to elevate the lifestyles of her clients.

ONE-ON-ONE WITH JESS GREEN



Q: Your designed spaces are stunning! Many include areas that allow a significant amount of natural light. How does this influence your direction of the design?

A: Natural light makes everything better. I love a well-lit room. Colors are clearer, brighter. Even chic dark dens look great during the day with a swath of sunlight streaming in. If I see a client's room has loads of natural light, I like to keep the décor equally light and airy with neutrals and perhaps one pleasing accent color, mixed with a combination of textured fabrics. Guaranteed "WOW" factor.

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Q: How did your experience in Montreal influence your design aesthetic?

A: Montreal style is so different then the style here on the North Shore of Long Island. It's bitterly cold in the winter and there is a strong environmental standard as well. The style is a bit more contemporary and "au naturel" in Montreal. You will find a lot of wood paneling and exposed wood floors, paired with modern furniture and contemporary lighting. Less layering, it's a bit more sparse—Scandinavian in design, overall. We use a lot of wall-to-wall carpets here and layering of textiles in comparison. I learned this in spades when I worked for Jeffrey Bilhuber. I love both aesthetics. They both come naturally to me, and I try to balance the two.





Q: What is the most personally rewarding aspect of your job?

A: When a client is happy with the final work. When they tell me how they've enjoyed the space, had friends over who raved about it, and that it makes them happy when they walk past a room. That's it—that is the most rewarding aspect of my job.



Q: When you are preparing to design a space, what “must-haves” show up again and again?

A: Performance fabrics, one or two fabulous patterns, grass cloth wallpaper, and wool or wool/poly blend carpets. Almost always a similar formula; it's a good one.

Q: How have the design needs and lifestyle preferences of clients evolved?

A: My clients today, compared to 15 years ago, don't desire very high-end furniture or brand names. As long as it will last 8-to-10 years, that's good enough. However, they do still see the value in a great fabric on a special piece: A fabulous wallpaper in their dining room or powder room, and carpets throughout the home. Above all, everything has to have little-to-no maintenance.

Q: Where do you typically go for inspiration? How do you stay up-to-date with current trends?

A: My inspiration comes from a good find. For instance, I might find a new wallpaper designer and love their prints. The entire room will bloom from that first piece. I also travel a fair amount and bring home treasures that inspire me on my next project. Instagram is the best for photo inspiration: Everything is on there and I do get lost down “design rabbit holes” frequently.



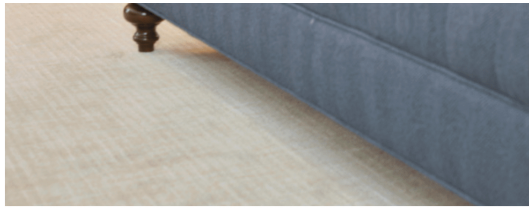
Q: What is your advice for being open to a teenager's taste in decorating and making their spaces their own.

A: I have two teenagers, so I am very familiar with this aesthetic. I also remember my mum letting me pick out my own wallpaper as a young girl and how empowering that was. I like to work directly with these young clients and let them design their rooms as much as possible. They will only be living in it a few years before heading off to college, and most likely their rooms will get a refresh at some point after college. I feel strongly that they should have full decision-making powers on what their rooms should look like during these impressionable years. For wall décor, parents should expect their teenagers' wall decorations to change yearly as their tastes change. I printed up posters at Staples for my daughter's room and we change them out often. I also buy them records and other non-expensive décor that they can hang-up and change out as they like.

Q: What are some of the most valuable lessons you have learned from owning your own business?

A: Next to my clients, my vendors are my greatest assets. I'm only as good as my vendor is at their job. I love my vendors, (Country Carpet, upholstery workrooms, painters, paperhangers, etc.). I've worked with some for 15 years. I can count on them for anything —and my clients only benefit in spades from this relationship. It's part of the value in hiring a good decorator. They come with seasoned, verified, tradespeople.





We hope you enjoyed our conversation with Jess Green. Whether it inspired you to add a Scandinavian touch to your home or splurge on a fabulous carpet or performance fabric, we are here to help you design the room of your dreams!

We invite you to visit Country Carpet—either virtually, or in-person—at our showroom to explore the many design options that are available. You can [schedule an appointment](#) at a time that works best for you. And walk-ins are always welcome. We look forward to

