

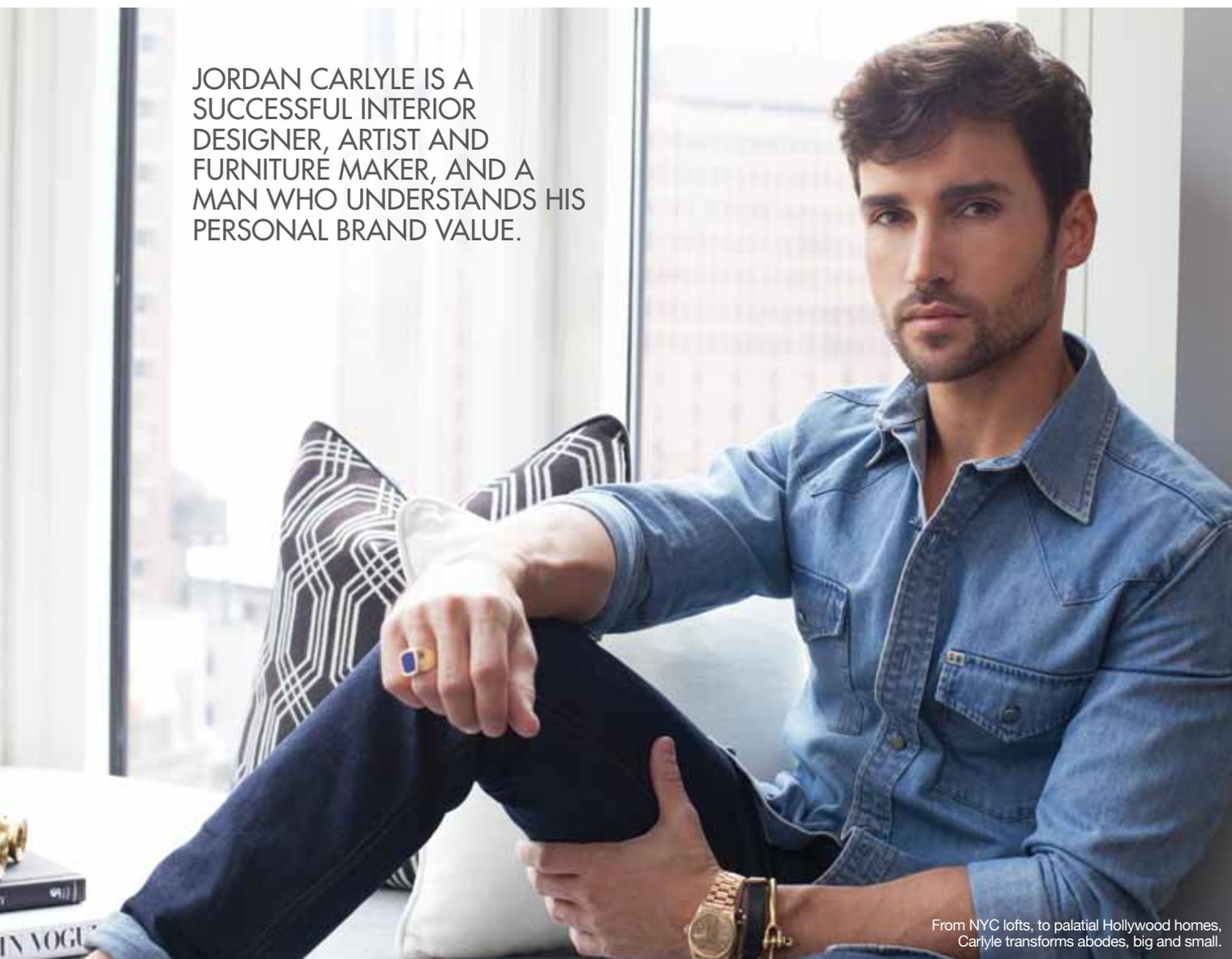


DESIGN

with Thomson Carpenter

BRANDING THE MAN

JORDAN CARLYLE IS A SUCCESSFUL INTERIOR DESIGNER, ARTIST AND FURNITURE MAKER, AND A MAN WHO UNDERSTANDS HIS PERSONAL BRAND VALUE.



From NYC lofts, to palatial Hollywood homes, Carlyle transforms abodes, big and small.

DNA: When did you first realise that you had an eye for design?

Jordan Carlyle: [Laughs] I was born with a good eye! I started at a pretty young age, looking at things with a keen eye. I was 10 years old when I received a 35mm camera for Christmas and began taking pictures of nature and landscapes. If there was one person in the photo, it was ruined and I would throw it out. I just wanted to capture the organic beauty of the landscape. This process of editing laid the groundwork for what is crucial as a designer: we truly have to be what I call "extreme editors".

How did this develop into a career?

My career really started to unfold when I decided to start college for interior architecture. It really gave me the confidence and ability to tap into what I now realise was a natural talent, which then lead me down the path of design and has opened many doors in this creative field. Being in this industry allows me to express myself in many different ways.

Describe your signature look?

It's an eclectic mix. I love classics, modernism and current trends. I like to use colour, texture and well thought-out details to layer and create a seamless mix. Each client is different and looks for a different result.

I always design my furnishings with clean lines in mind and filter in beautiful textiles filled with texture. My goal is to blend my ideas with the clients' ideas to achieve a finished project that feels polished and timeless.

Has it changed over the years?

I'm sure I've gone through phases where I liked certain styles more than others but for the most part I'm very consistent in what I like and what is my look.

If you had one piece of advice for someone about to decorate a property, regardless of whether they have a small or large budget, what would it be?

Anyone who wants to venture into the wonderful world of decorating their home should start to establish the overall feel they want to create. Figure out what statement pieces you want to use to best create a wow factor. After you set the tone, the rest you can piece together by adding great textures, fabric, colour, etc.

Do you think employing an interior designer is a luxury for the wealthy, or is it more commonplace now?

One of the reasons I entered into this field is that it is luxurious. I love beautiful things. I am in a luxury service >>





>> business that caters to high-end clientele. I think hiring an interior designer is still very much considered a luxury service for the wealthy. Not everyone will use my service.

Do you have any tips for someone looking to employ a designer?

Choose someone who will understand the needs and wants of your project. It's essential to establish trust with your designer and that they "get you" and know how to transform your thoughts and ideas into a physical reality. Choose someone who you can communicate with – that is a key factor. Last, you should choose someone you admire; it's important you love their work and appreciate their style.

And for someone thinking about embarking on a career in interior design?

Well firstly, congratulations! You won't regret it if you're truly passionate about your craft. It's a very creative field that offers you so many areas to branch out into. Artistry and visualisation are important for interior designers.

What has been your greatest achievement?

In 2005, I started my first business, Carlyle Fine Art. I realised very early on that becoming a successful designer would require more than just knowing how to do interior design. I would need to create a brand that encompassed all the different areas of this intricate field. Next would be exposure in the press and I have been very fortunate with the exposure I've received throughout my career. It has opened so many doors and given me such a large platform to showcase my work – allowing people to become familiar with my name, designs and brand.

In 2007, I opened Carlyle Designs which specialises in residential and commercial design. A complete range of services including consultation, construction and space planning. With the growth of Carlyle Designs, it was a natural progression to launch Carlyle Collective, which is our custom furniture line.

Have you ever had a decorating disaster?

I love this question! But no disasters yet. I have been pretty fortunate to have great experiences with my projects and clients. However, you should always prepare for the worst in any situation. As long as you are efficient, organised and on top of things, there should be no problems.

What's your greatest source of inspiration?

I'm in love with travel! It is my excitement, my passion and my inspiration for life. I have been blessed to have lived in many places as well as travelled all over the world. I am inspired by everything from the Mediterranean Sea to the mountains in British Columbia to the bustling street markets of Istanbul. I have to say though, there's no place like New York City for inspiration.

more: Go to jordancarlyle.com

