

COVER FEATURE



AN
EYE *for* STYLE

By Sara Duck
Photos by Joanna Ferraro



Home and Décor gives you the low down on Canada's newest design darling Jessica Kelly



What motivated you to get into interior design? I worked for several years in marketing before I decided it was time to pursue my passion for design. I went back to school and started taking on clients during school. I started my business as soon as I finished and haven't looked back since.

What was your first project? My first project was a small decorating project in the Upper Beaches. School is a fantastic introduction to the world of interior design but nothing prepares you more than experience.

Which Canadian designers inspire you? Canadians are blessed with so many extremely talented designers. Personally I have always been drawn to Sarah Richardson, Kate Zeidler, Jennifer Worts and most recently I've been following Samantha Pynn's work. I love her ability to create stylish sustainable design.

What is your signature design style? A clean, yet classic mix of contemporary and traditional pieces emphasizing light, scale and the architectural elements of space. I tend to think of it as sophisticated transitional.

Which design elements do you like to bring to each client's home? I've completed work in the Freed Developments and most recently have had the pleasure of working on a few of the units in the new Thompson Hotel Residence. Space can often be an issue and it is important to incorporate function as well as style. Furniture should act as an extension of the existing architecture versus sticking out like a sore thumb. I create a lot of built-in banquettes for clients – they are ideal for carving out an eating area where space is limited.

Which trends do you see happening in home décor? Designing with the environment in mind should always be trendy but designers are becoming much more conscious. Mixing organic furnishings and accessories such as reclaimed wood tables, linen upholstery, with touches of glamour such as mercury glass or hammered nickel is a trend that I could get use to!

As far as colour trends go we're seeing lots of blue . . . Just about any blue will do, grey-blue, royal-blue or even a dramatic black blue. Furniture pieces in high-gloss black, white lacquer or exotic wood are becoming increasingly popular for incorporating technology seamlessly into the interior.

How would you describe your personal home style? After my first visit to Paris I was hooked. I'm drawn to architecture and furnishings that speak to Parisian romance and time-worn elegance, especially when they are mixed with a modern flair. I'm dying for my first opportunity to install herringbone floors!

If you could re-design one Canadian's home, who would it be? Why? With the recent release of *Sex and the City 2*, I can't help but think of Kim Cattrall. Half the fun of a working on a project can be the clients you work with. I think she would be a hoot to work with.

Name some of your favourite go-to stores. For a variety of designer brands and high-end furnishings I'll frequent Elte. I have several favourite hot spots in the east end such as Hardware, Flik & Company and Philz. I love the convenience and affordability of West Elm and for unique treasures and fun knick-knacks I'll rummage through Abraham's Antiques on Queen West.