

LS Interiors: Achieve your design goals

Leslie Strauss has been practicing interior design since 1996 and created her own firm, LS Interiors, in 1999. After receiving a BS in textile and apparel design at Cornell University in 1994, she pursued a career in fashion design before enrolling in the New York School of Interior Design, where she received an AAS degree.

"I have always been aesthetically and design oriented," Leslie says. "At Cornell, while studying textile and apparel design, I worked on projects involving functional design with the U.S. Army as well as couture design."

She later worked with top international fashion designers, focusing on menswear. However, Leslie soon found herself searching for something that would be more stimulating. She found that in interior design.

"Each job is new and different," she says.

When Leslie meets with a client for the first time, she evaluates the individual's objectives for the space. After an initial meeting, the space is analyzed and the client's needs are determined. She develops a schematic plan which includes color, furniture and fabric choices, then sets out to establish a relationship with the client that she describes as being similar to a marriage.

"The most successful projects are those in which the client trusts and allows for my knowledge and creativity to transform their space to a new level," she explains. "Clients who require more control often do not end up with the result they had hoped for. Trust is key in this 'marriage' between a designer and client."

Leslie adds that the majority of her business was



Leslie Strauss/LS Interiors

based in Manhattan until she moved to Upper Saddle River in 2002.

"My projects have ranged from single rooms in homes such as nurseries, dining rooms, or media

rooms, to full scope projects involving every detail of a home in the process of the building stages through the last hook in every bathroom. Projects may vary by size and design suited for each client, but the challenge of creating a space that reflects an individual's personality and comfort zone is always exciting."

Leslie does not have just one style that she replicates in each client's home.

"I typically meet with a client and get a feel for their preferences and level of taste. I try to keep designs clean and spatial. Even with intricate woodwork, there can be a strong feeling of flow and grace that I like to incorporate in all my designs, whether they are modern or traditional. This process keeps my career interesting and my mind always working on new ideas rather than using a formula each time. I pride myself on never repeating design so that each client will be receiving a one-of-a-kind design. I enjoy the challenge and giving 110% of my creative energy each time I begin a new project."

Leslie has worked on everything from penthouse apartments that have been gutted to a single bedroom in a modest suburban home.

"I don't view size as a relevant factor in the jobs I work on," she adds. "I am more concerned with the commitment of the client and their willingness to work as a team with me to achieve the special space they have been hoping for."

For more information, contact Leslie Strauss at (917) 686-3375 or e-mail leslie@lesliestraussinteriors.com. Leslie's new website, www.lesliestraussinteriors.com, will be available shortly.