

## The Home Designer

# What's Love Got To Do With It?

By Brandon Neff

Believe me, holiday themed articles peppered with witty, cutesy turns-of-phrase and double entendre are not my style. You'll never read my "Deck The Halls With Boughs Of Velvet," or my "Jack-O-Lantern Decorating Extravaganza" in this column. In fact, I would say that I go to great lengths to avoid any type of contrived prose or display altogether. However, how can I ignore that Valentine's Day is upon us, and begging to be recognized? I'm no cynic (well, maybe a little). So, in honor of the occasion I will do my best to thread the needle of incorporating something resembling romance into this week's feature without dissolving into saccharine rhetoric. Don't expect any "love nest" or "super-sexy boudoir" recommendations from me here, but rather, I offer you a more esoteric take on the occasion – glamour.

Glamour is sexy. Glamour stirs emotion. Glamour heightens every moment. Glamour, dare I say, is romantic.

In my work, clients are mostly interested in function. They want spaces that serve a specific need - this usually includes a TV and a place to sit while watching said TV. People, there's more to living well than a comfortable place to sit while tuning out your partner – am I right? Don't answer that!

While I'm all for creating a functional room, I'm a firm believer that your space can, and should inspire you to live at a higher level. A sanctuary, if you will, where you're operating at your best – free from all the chaos of the world outside your doorstep. Your home can be aspirational, and is definitely an extension of your personality. Whether you want to believe it, or not, your home represents to all who visit just who you are at your heart evidenced by what things you surround yourself with, and what you're presenting to every guest. If, as we're being sold every day, our personal "brand" is being shaped by our work, our time "online" and by our actions, shouldn't your brand begin at home? So, to this end, I propose adding a touch of glamour to your brand.

What is glamour? For me, it's seeing things through a curated lens - making the most out of everything you add to your life. Glamour sparks an emotion, or creates a dramatic pause. Historically, glamour was seen as something for the rich - an affect ripe with pretense and largely unattainable. Trust me, glamour isn't about money. Far from it. Things, in themselves, do not create glamour, but how you put them together does.

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A curvy custom sofa and plush pillows add comfort and glamour. Photo courtesy Brandon Neff Design