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DRAFTING LUXURY

Former *ENGINEER* creates a *NEW* interpretation of *GREEN* living.

27 DIAMONDS

OFFERING DESIGNED SPARKLE

THE CREATIVE MINDS AT 27 DIAMONDS INTERIOR DESIGN ENHANCE EACH CLIENT'S PERSONAL STYLE, OFTEN WITH A TOUCH OF BLING.

by Kecia Bal

WORKING AMONG HIGH-END clientele in Orange County, California, 27 Diamonds has found a niche that matches its glitzy name.

The full-service interior design and home furnishings company delivers living spaces that reflect clients' lifestyles with artistic vision and curated or fully customized pieces.

"Our philosophy is: It's all about the client," founder Anna Shiwlall says. "It's about getting to know the client personally – their personalities and how their families function. Then we create a functional and beautiful space that suits them. I figure out what they like and enhance it."

Since founding the company in 2009,

Anna Shiwlall, founder of 27 Diamonds, has worked on high-profile projects, including La-Z-Boy showrooms, Koopmans Furniture showrooms, Forever21 – and hundreds of residential projects, ranging from one-bedroom apartments to 15,000-square-foot homes and movie rooms.



27 DIAMONDS





Shiwlall created an outlet for her high-end style among a receptive audience. Already, 27 Diamonds is designing for as many as 60 projects in a given month.

Shiwlall, who holds a degree from the Fashion Institute of Design and Merchandising in Los Angeles, spent about five years in the design and furniture business before she made the switch to entrepreneur.

She has worked on high-profile projects, including La-Z-Boy showrooms, Koopmans Furniture showrooms, Forever21, Herbalife Health Clubs, spas, restaurants – and hundreds of residential projects, ranging from

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ANNA SHIWLALL, FOUNDER

one-bedroom apartments to 15,000-square-foot homes and movie rooms.

“I created beautiful spaces within those companies, but I still felt stunted creatively,” she says. “On my own, I could learn a lot more and spread my wings and see what I

was really made of.”

The company’s name is a nod to her daughter – and also a hint at the glamor the designers infuse.

“I am a bling girl – through and through,” she says. “That’s my signature, bringing a touch of luxury.”

Customized Luxury

As its own firm, 27 Diamonds also has the ability to customize furniture, fixtures and accent pieces, such as a deep gray velvet chaise cut along the top to align with each step of a staircase behind it.



↳ The ability to customize furniture, fixtures and accent pieces is one of the many ways 27 Diamonds separates itself from the competition in Orange County, California.



"These things just kind of come to you out of nowhere," Shiwllall says. "A lot of our pieces are custom."

"That's what I mean about creative freedom," she adds. "I can design any piece of furniture – mirror, wood piece, a table, lighting, rugs and carpet."

Her concepts often stem from a small detail – one that inspires a whole room, or a whole house.

"A lot of times, I will find a piece of fabric that will probably just end up being a pillow," she says. "I build the whole design from there. Paint colors are usually last. It's best to



27 DIAMONDS

go from a small aspect and work out.”

The result is a look with impact.

“Things start falling into place once you have that one key component that makes the room a wow factor,” Shiwllal says. “Everything else falls into place.”

Savvy Clientele

With Houzz and Pinterest, home-owners have more inspiration than ever before – but also need the know-how of a professional to pull it all together. That’s what Shiwllal says is the most important step.



“I think a lot of people are more well-versed,” she says. “They have a better opportunity to find out what they like and don’t like. In that sense, the communication with the client is a lot easier. I think people also like the glitz and the glam.

“You can have an inspiration picture, but let your designer do what they live and breathe,” she adds. “For me, I do this in my sleep. It’s all I think about. I can guide you.”

Having an interior designer to make a vision a reality also makes communication critical.

“We know the process,” she says. “It’s important for the designer to communicate the process. It’s not HGTV. It’s not a ‘snap your fingers and it’s done’ project.”

Sparkling Service

With a high-volume of work, 27 Diamonds’ team enjoys the adrenaline rush of making beauty happen – without the wait.

“We try to work pretty fast,” Shiwllal says. “There’s a challenge there. I love working with people, the high pressure.”

The team also works to make sure each person feels like a VIP.

“My motto and goal – the experience I want clients to have with us – is service,” she says. “We want them to have a great experience through what can be a very stressful process. With us, there can be guidance and direction and ease, from beginning to end. As much as I can control, I want people to have a superior experience every time they talk to us, call us, see us at a consultation. I want to give my knowledge as much as I can and have them walk away with a beautiful space and a great experience.”

Though installation days – when the 27 Diamonds ladies haul rugs, furniture and final touches to a home – are the most physically exhausting, Shiwllal says they also are the most rewarding.

“The client comes home from work and is so excited, and it’s all worth it,” she says. “I’ve had clients say, ‘I just walk into my room and stare at it.’ My favorite part is when it comes to life for my client. I can always be the vision, but they don’t see it until it happens. When they are able to see the finished project and get excited about it, that really is the best!” **M**



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