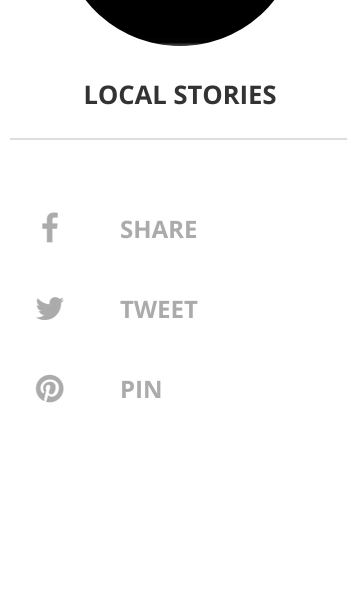


LOCAL STORIES

NOVEMBER 21, 2024

# Daily Inspiration: Meet Desiree Kludy



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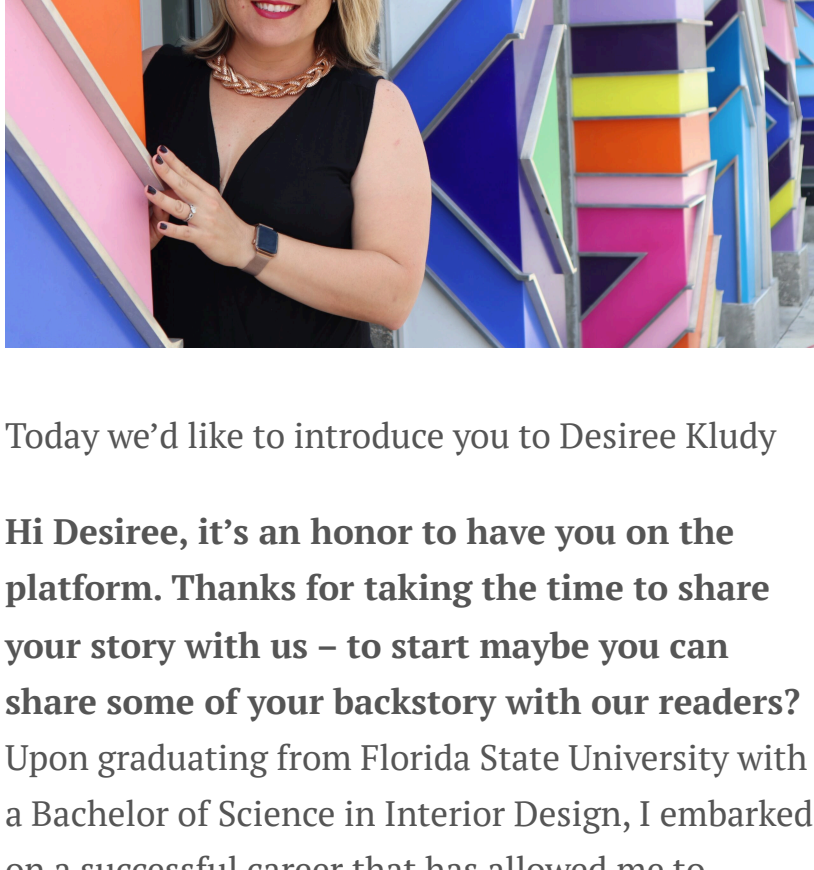
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Today we'd like to introduce you to Desiree Kludy

**Hi Desiree, it's an honor to have you on the platform. Thanks for taking the time to share your story with us – to start maybe you can share some of your backstory with our readers?**

Upon graduating from Florida State University with a Bachelor of Science in Interior Design, I embarked on a successful career that has allowed me to engage in a wide array of projects across South Florida. I have been fortunate to collaborate on diverse initiatives throughout the region. Early in my career, I served as a consultant for the University of Miami and Florida International University, where I provided furniture solutions for various departments. Subsequently, I joined a prominent architecture firm, where I contributed to several condominium projects spanning from Miami to West Palm Beach, focusing on model development and specifications. As my career progressed, I shifted my focus towards boutique-style commercial and residential projects. Currently, I primarily concentrate on residential design through my own firm.

**Can you talk to us a bit about the challenges and lessons you've learned along the way. Looking back would you say it's been easy or smooth in retrospect?**

Interior design is often perceived as a glamorous profession; however, at its core, it is fundamentally about attention to detail and ensuring a stress-free experience for clients. Understanding the psychology involved in working with couples who

**What do you think makes your business unique?**

dynamics and how effective solutions to challenges has proven to be one of my greatest assets in this business for over 24 years!

**Appreciate you sharing that. What else should we know about what you do?**

I really strive to have very unique projects for each client. I love for them to know that each project is cultivated for them and only them. The pieces don't need to be custom in order for them to be special its the arrangement of them. I really always try to get a sense of the client and what they like as I bring in accessories and artwork. I want them to LOVE coming home to the spaces we do!

**Do you have any advice for those looking to network or find a mentor?**

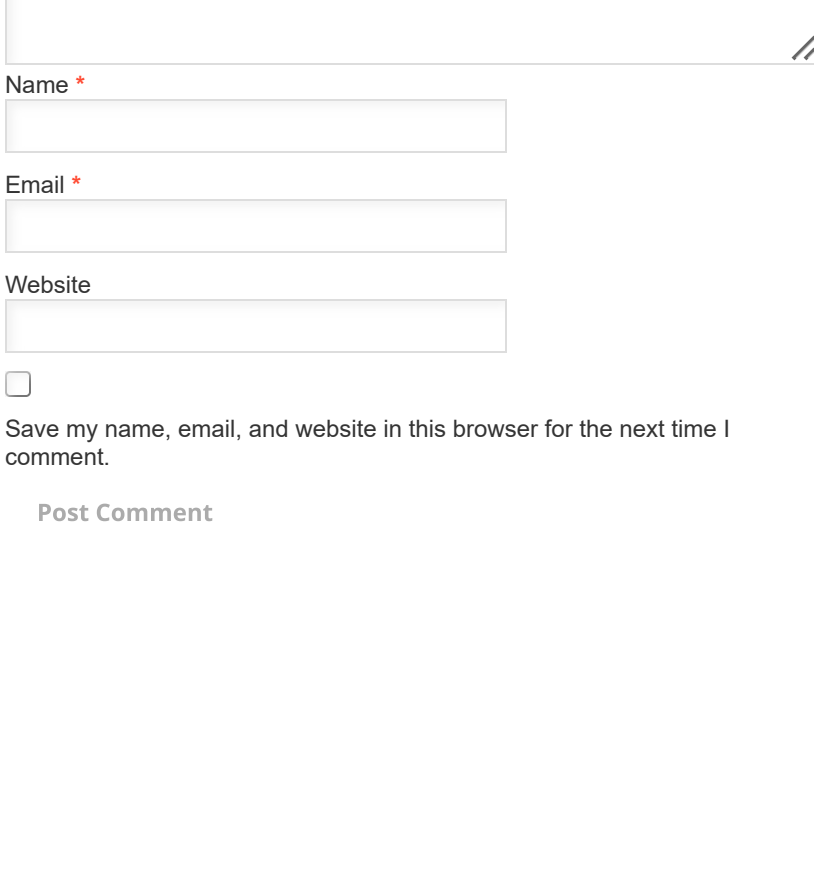
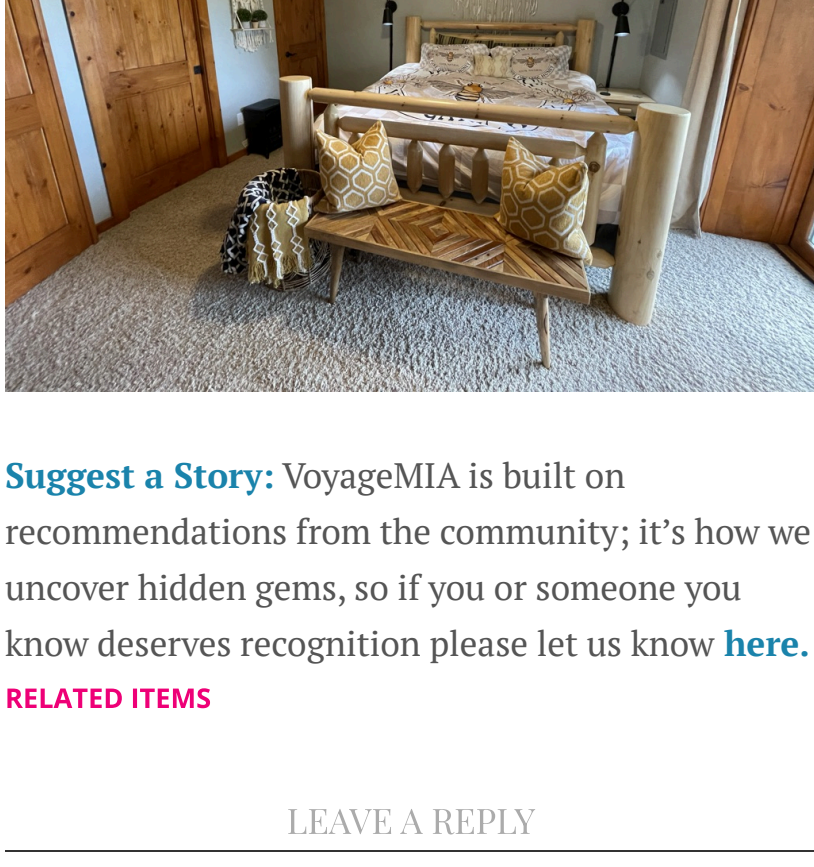
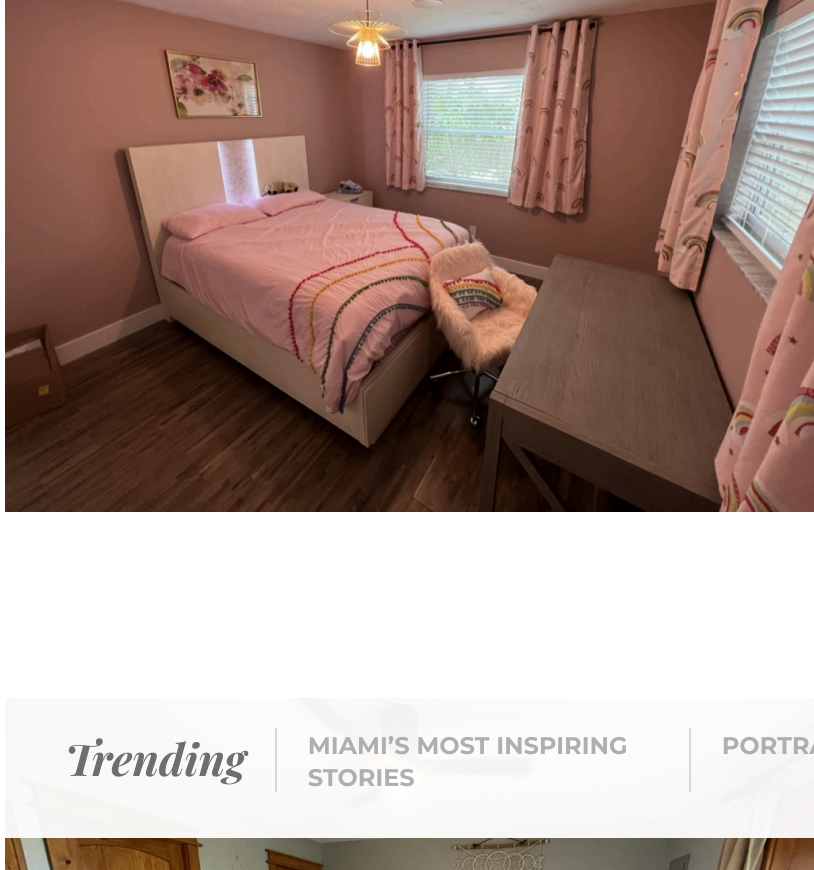
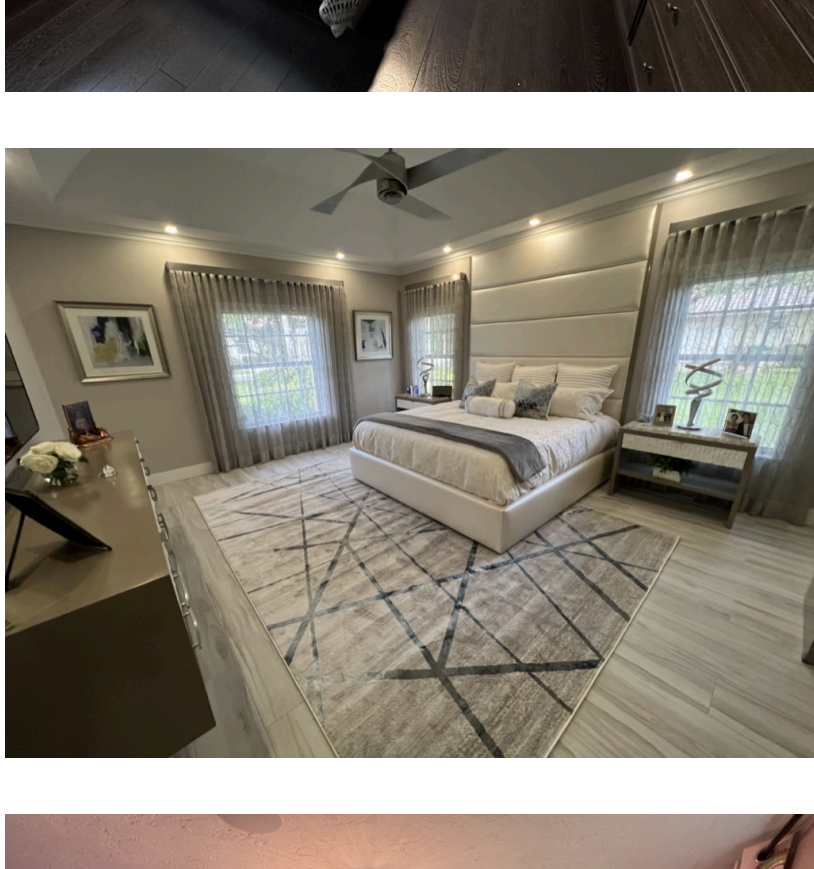
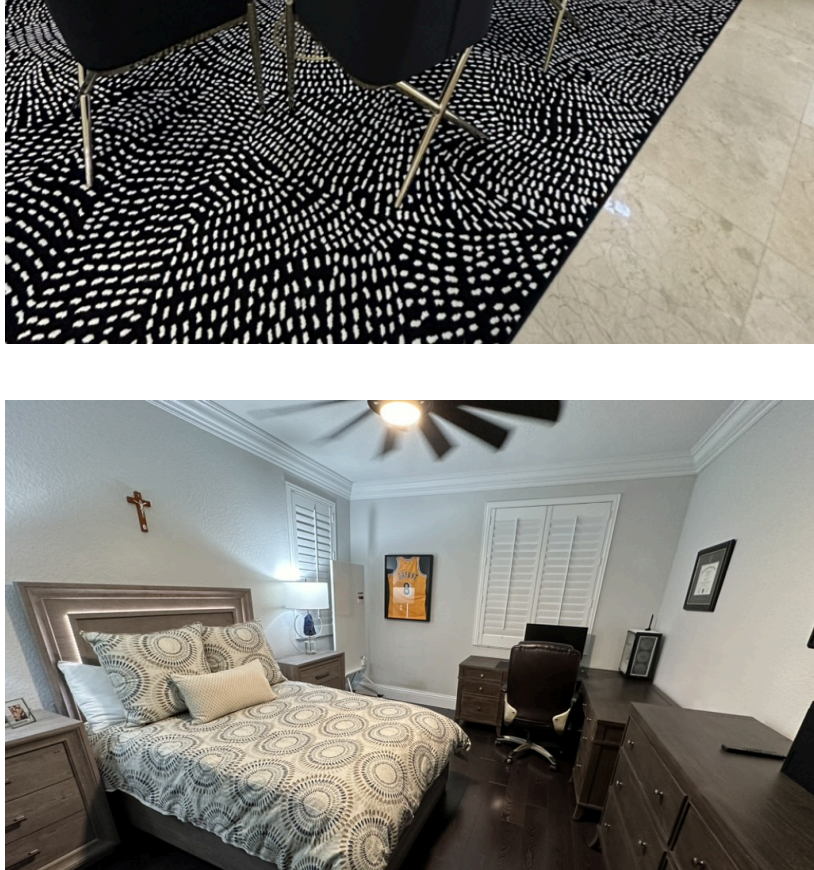
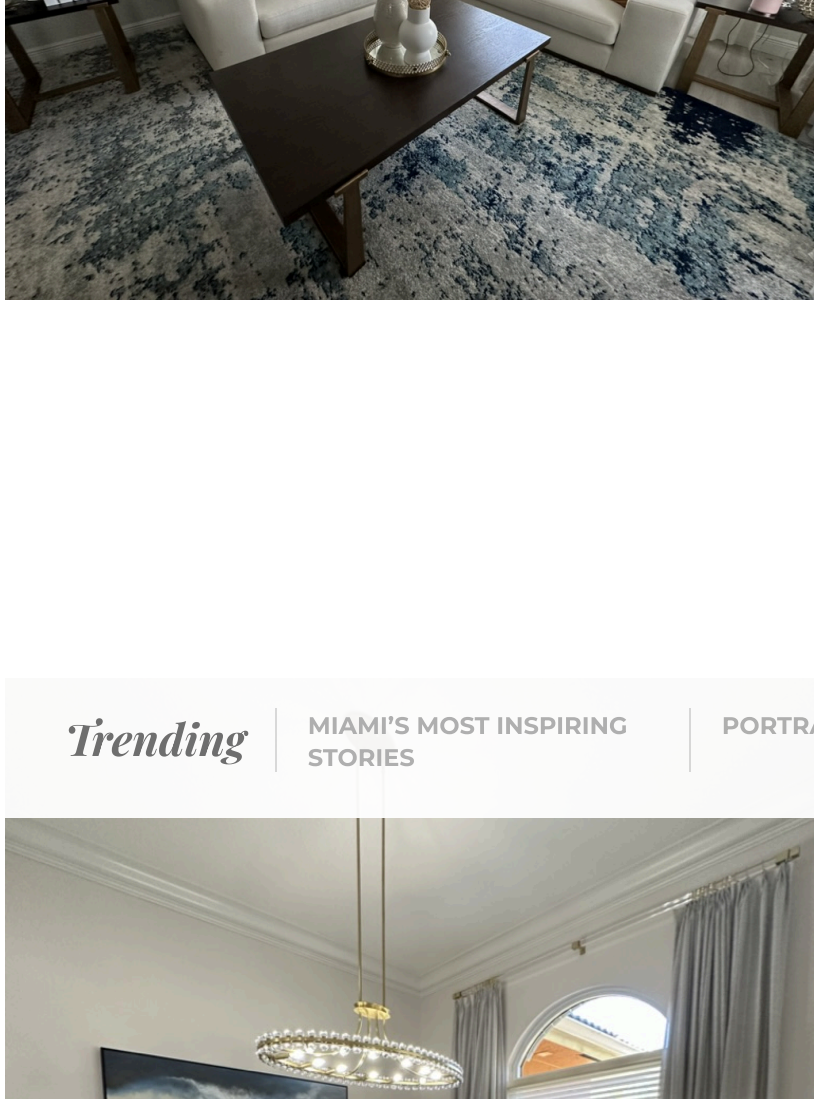
I have been fortunate to have an exceptional mentor, Lynda Shearin, who has played a pivotal role in guiding me in building a sustainable and successful business. Her insights have been invaluable. Additionally, I have benefited from opportunities to present my work to others. Over the past year, I joined a BNI group, which has significantly enhanced my ability to market myself as a design expert.

**Pricing:**

- Design Consultation \$200 per hour with a minimum of 2 hours
- Per Room Design Retainer \$700 that can be applied to the project
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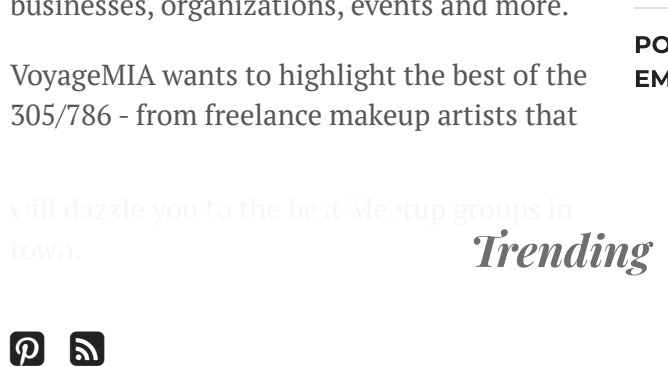
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