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# realestate

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COURTESY OF NICK CANN PHOTOGRAPHY

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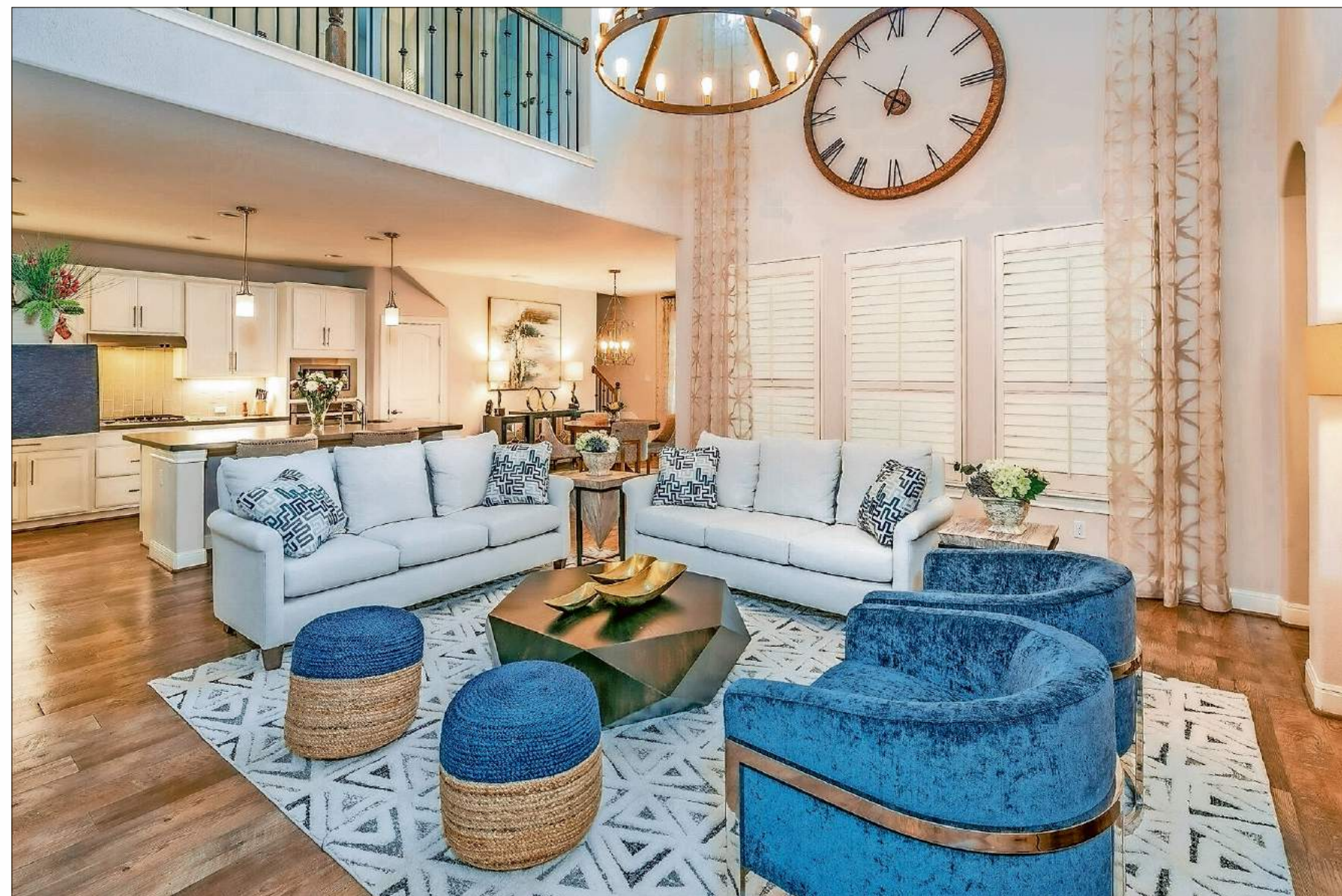
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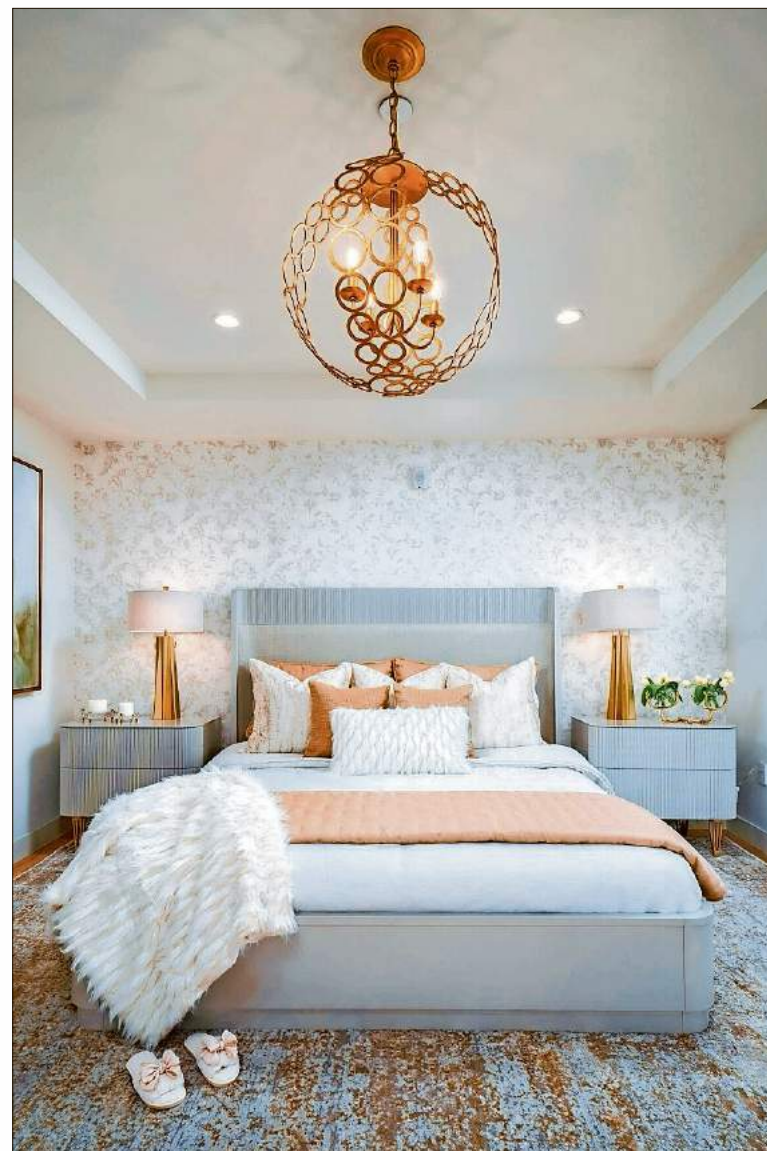
# Andrea Lavigne redefines *interior design*

**A**ndrea Lavigne is not your average interior designer. With a unique blend of creativity, expertise and a genuine passion for her craft, Andrea has made a name for herself in the industry in Canada and the U.S. over the past 20 + years. As Charleston moves into the fall season,

you may be considering a refresh for a room in your home or quite possibly the whole house. Andrea has all the answers to why you should consider Decorating Den for your next interior project and why her innovative approach has earned her a prominent spot in the industry.

**Q: What makes Andrea Lavigne and Decorating Den stand out from other interior decorators in the Charleston Market?**

**A:** I go beyond simply creating aesthetically pleasing spaces — I focus on capturing the essence and personality of each individual or family I work with. I ensure that every project reflects the cli-



PHOTOS PROVIDED BY DECORATING DEN

ent's style, preferences, and aspirations, creating spaces that truly embody their dreams.

**Q: What approach do you take when designing a space?**

**A:** My approach stands out due to my dedication to creating functional and aesthetically pleasing spaces. I carefully balance practicality and design to ensure optimal use of space while still maintaining the desired look, feel and decor.

**Q: Who is your typical clientele?**

**A:** Most of my clients are new residents of South Carolina. One of my key differentiators is a strong understanding of my clients' need to change from a standard northern style to a lighter, more coastal look.

**Q: Do you draw inspiration from local cultural or regional influences when designing a space?**

**A:** I recognize that every region has



its own unique cultural background and design sensibilities. For example, Charleston has a rich historical and architectural heritage that heavily influences the local design aesthetic. By understanding and respecting these cultural and stylistic nuances, I can adapt my approach to incorporate elements that resonate with the spirit and charm of Charleston.

**Q: There are many areas of expertise in interior design. What would you consider yours to be?**

**A:** My expertise lies in my ability to blend these diverse styles seamlessly with the distinct Charleston aesthetic. I can incorporate elements from the

clients' previous homes or favored design trends while ensuring cohesion with the local design style and traditions. This approach allows my clients to maintain a sense of familiarity while embracing their new Charleston lifestyle.

**Q: What gives you a competitive advantage over other interior decorators in Charleston?**

**A:** I approach each new challenge with enthusiasm and an unwavering commitment to delivering exceptional results. Access to a massive library of our Decorating Den Franchise vendors and manufacturers gives me a competitive edge in assisting clients and allows me to cater to my client's budget and style.



PHOTOS PROVIDED BY DECORATING DEN

“*My expertise lies in my ability to blend these diverse styles seamlessly with the distinct Charleston aesthetic.*”

**Andrea Lavigne**  
Decorating Den



Photo: Mark Staff

## ANDREA LAVIGNE DESIGN

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