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Long Island Weekly: Impressionable Design



## Safavieh's home staging service elevates every space

By Cyndi Zaweski

Impressions: 29,970



*Safavieh set the stage at the Ritz-Carlton property in North Hills. (Photos courtesy of Safavieh)*

Home staging makes a statement. It is effective because it maximizes a property's potential while minimizing its drawbacks. It is all about making the best first impression to attract qualified buyers. Signing up for home staging design services can make all the difference in the time it takes to sell your home. According to the National Association of Realtors, 40 percent of buyers' agents cited that home staging had an effect on most buyers' view of the home.

"Staging makes the home feel warm," said Michael Yaraghi, owner and president of Safavieh, a home furnishings brand with 12 locations in the tristate area. "The success rate realtors have when a home is staged is unbelievable."

The designers at Safavieh recently partnered with RXR Realty, developer of the Ritz-Carlton property in North Hills, to create three distinctive penthouse designs that would entice potential homeowners. The process starts from the ground up, Yaraghi explained.

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“The first thing we do is select a color palette and measure the room for furnishings,” he said. “It starts from the floor up, first the rug, then the furniture and then, we accessorize it.”

Designer Keith Murphy used the proverbial all-white color scheme to evoke the glamour of Old Hollywood in one of the suites. Along with white upholstery, rugs, drapes and cabinets, the scheme also includes plenty of burnished gold, plus silver, transparent crystal, dark brown floors, dark gray marble and apple green in the kitchen.



In a second suite at the Ritz-Carlton Residences, designer Karin Krinsky used blue as an accent color amid billows of silver, gray and white, creating serene spaces that beckon one to relax. The dining area is a star of this stage, with its long cascading drapes and chairs upholstered in the strongest saturated blue velvet, punctuated by silver nail-head trim. A shimmering bar cart nearby, this is the perfect spot for evening entertaining. The other rooms in this suite suggest Art Deco—for example, the graphic fire screen in the living room and a Machinist style of the end table.

Last but not least, Safavieh designers Joe Murphy and Iris Carias collaborated to create a space of understated luxury. Neutral tones and unpatterned upholstery create the muted backdrop. In the living room, neat geometric patterns in floor-to-ceiling drapes and rugs add subtle visual interest, as do hand-thrown pots and contemporary prints. The study, outfitted in gleaming nickel and glass, might be the spot to do serious work—or to kick back with a novel, as sunlight filters through sheer drapes and falls on the mellowed silk rug. In the master bedroom, a tailored velvet-covered bed and architectural chests project a pleasing solidity, and warm gold tones seem to guarantee restful slumbers.

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New homeowners are able to customize their spaces with the help of a Safavieh interior design consultant. Safavieh, which recently opened two new stores in the Chelsea neighborhood of Manhattan and in Norwalk, offers complimentary design consultations for customers to help them visualize their space before ongoing the transformation. The company's enhanced digital rendering system even allows clients to visualize each room in 3D in real time. With its fully stocked warehouse located in Port Washington, the whole process can be completed in no more than three-days time.

"We help people start from scratch," Yaraghi said. "We will show you before you start."

For more information on Safavieh, visit [www.safaviehome.com](http://www.safaviehome.com).

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