

l interviewed twelve designers, and Velvet was the best fit for our personalities. She advised us to do our homework before we started the project. We researched color palettes, floor plans and age appropriate fabrics, as we had very young children at the time. Velvet really read us. We are practical people. Every bit of floor space in our house is lived in. When she worked with us, we felt like we were her only clients. - Moira Mayer, Pacific Palisades

Eight years ago we were watching a "design off" competition on TV that Velvet was on. We were skeptical, thinking she might be too high-end for our budget. Velvet was the most responsive of the designers we interviewed. We got exactly what we wanted. Velvet respected not only our ideas, but also our budget, and found creative ways to work within it. - Tiffany Scurry, PlayadelRey

Velvet is absolutely on top of everything! She does not cut corners, nor does she have an incentive to select more expensive options. She billed strictly for her time and passed the trade discounts on to us. Even though this was not a big buck gig for her, she took our project as seriously as we did. The best high five I can give Velvet is, "Let's do it again!" - Anna Leffer, Santa Monica

Velvet Hammerschmidt Design

Velvet Hammerschmidt (310) 828-7920 v-hdesign.com (portfolio online at neighbor2neighbor.net)

Making people feel at home in their homes is awardwinning interior designer Velvet Hammerschmidt's passion. Whether she's outfitting a single powder room or designing an entire house from the fixtures up, Velvet excels at helping her clients create living spaces that are at once visually arresting, and warm and welcoming.

"I'm like an interpreter. My aim is to make a client's home theirs." Velvet relishes the entire design process—thinking through the timeline, the budget, practicing smart accounting and documentation. "Design isn't just about picking out pretty colors," she points out. That said, Velvet is brilliant at selecting striking furnishings, with a flair for contemporary and "transitional" California design. Her interiors, both in residential and commercial design, are clean, smart and functional, but never chilly.

Moreover, unlike other designers, Velvet doesn't mark up the cost of furnishings—standard practice in the business. "My discount is the client's discount."

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Velvet's work has been lauded on HGTV's "Designers' Challenge" (three time winner), and she was the recipient of the AIA Interior Architecture Award. But accolades aside, Velvet's eye is always trained on her clients' satisfaction: "I want to design interiors that will feel right to them."

"Budget Eclectic.' Invest in a high-end design piece, and make it conspicuous. Then take a trip to IKEA and mix in some design oriented support pieces. This will get you a great look at a great price." –Velvet