

FLORIDA WEEKLY
IN THE KNOW. IN THE NOW.

Publisher
Shelley Hobbs
shobbs@floridaweekly.com

Editor
Cindy Pierce
cpierce@floridaweekly.com

Luxe Living Editor
Michael Korb

Graphic Designer
Meg Roloff

Circulation Manager
Maggie Humphrey
maggie@floridaweekly.com

Account Executives
Nicole Ryan
nryan@floridaweekly.com
Cori Higgins
chiggins@floridaweekly.com
Adam Schonberg
aschonberg@floridaweekly.com

Sales and Marketing Assistant
Katie Babka
kbabka@floridaweekly.com

Published by
Florida Media Group LLC
Naples Florida Weekly
9051 Tamiami Trail North, Suite 202
Naples, Florida 34108
Phone 239.325.1960

www.FloridaWeekly.com

Copyright: The contents of the Florida Weekly are copyright 2016 by Florida Media Group, LLC. No portion may be reproduced without the express written consent of Florida Media Group, LLC.

KIRA KRÜMM

...of Koastal Design Group wins with her design-from-the-heart approach

Q: Please share a bit about your background. Where are you originally from, where did you go to school and how long have you been a designer?

A: I come from a family of artists who encouraged my interests in fine art, which led to a career in design. I decided in high school, after attending a special summer program at the Rhode Island School of Design, that I wanted to be an interior designer. I earned a bachelor in fine arts with an interior design major from Virginia Commonwealth University and received a World Study Scholar scholarship to attend the American College in London my senior year.

I started my design business in Virginia Beach the summer after graduating. I relocated to Naples during the early-2000s housing boom and have been grateful for the opportunities and success my firm continues to find here.

Q: What do you think is the secret to your success?

A: My "design-from-the-heart" approach, coupled with a good work ethic, dedication and vision are some attributes that have helped me to achieve. As an artist, I have an innate need to create, which is further fueled by a desire to make others happy — by offering a better quality of life through designed environments.



RANDALL PERRY PHOTOGRAPHY / COURTESY PHOTOS



A glass mosaic tiled wall is the focal point in this Old Naples beach cottage. Twin oak nesting coffee tables and four sculptural armchairs complement the gray-washed oak floors. A hand-applied ceiling finish and vibrant blue accents echo the cerulean pool outside.

SEE Q&A, PAGE 4 ▶

WE DON'T MEAN TO BRAG BUT OUR LEAXPERTS™ ARE...

THE *Stressless* AUTHORITY IN FLORIDA

BUY MORE. SAVE MORE.



EARN UP TO **\$1500** STRESSLESS BUCKS

TO BE USED TOWARD YOUR NEXT STRESSLESS PURCHASE

*Previous sales excluded.

BONITA SPRINGS SHOWROOM | 28701 SOUTH TAMiami TRAIL | 239.948.2889
FORT MYERS SHOWROOM | 11016 SOUTH CLEVELAND AVENUE | 239.936.1511



BONITA SPRINGS | BRANDON | CLEARWATER | FT. MYERS | SARASOTA | TAMPA | FLORIDALEATHERGALLERY.COM

Q&A

From page 2

Q: What was the reason and timing for the recent rebrand of Kira Krümm International Design to Koastal Design Group?

A: Life is an evolution, and with our new Naples studio location opening next spring, it was the perfect time to unveil our new company name: Koastal Design Group-Kira Krümm & Co. It represents our focus on redefining interiors for coastal lifestyles and coincides with my Koastal Collection of livable luxury products. The new name also better represents our collaborative team of professionals, with a unified passion to share our talents and a common goal of design excellence.

Q: What do you think most influenced your design aesthetic?

A: For decades, I have been developing my brand around a lifestyle-design philosophy; my approach is always to first determine the lifestyle needs of my clients and then select elements that balance each space and are in harmony with the surrounding natural environment.

I have always been inspired by our beautiful Southwest Florida coastal environment and have become known for my signature Koastal design aesthetic of luxurious, livable, timeless elements and a unique blend of interesting materials, textures and soothing neutral hues that evoke harmony and tranquility. I say that my Koastal aesthetic is more than a style, it's a state of mind.

Q: Tell me about your process. How does it start? How do you work together with the client from beginning to middle to end?



This dining room is perfect for entertaining, with a reclaimed oak wood extension table and hand-forged iron orb chandelier. The vaulted tongue-and-groove ceiling in a charcoal gray stain alludes to cottage-chic.

A: Foremost, we get to know our clients' needs and expectations, and from there we define their project goals, establish a budget and timeline and define our scope of services. We create one-of-a-kind environments and work diligently with the client, architect and contractors to successfully implement the process. The depth and care that go into all of our projects are reflected in the results. ■

— Koastal Design Group
Kira Krümm & Co.
10800 Corkscrew Road, Estero
992-5586
www.koastaldesigngroup.com



Above: The soothing hues of this master bedroom do not compete with the Gulf of Mexico view. This stylish study doubles as a guest bedroom with a cozy sleeper sofa and built-in desk for beachfront business. Inspired by the breathtaking views of the Gulf of Mexico, this 7,600-square-foot Bonita Beach vacation home won a 2016 Sand Dollar Award for Interior Design of the Year-Remodel.

RANDALL PERRY PHOTOGRAPHY / COURTESY PHOTOS

LED

Outdoor.

In Style.

IN STOCK

Lighting First®

www.LightingFirst.us

Naples - 239.775.5100, 4600 Tamiami Tr. E.
Bonita Springs - 239.949.2544, 28801 S. Tamiami Tr.
Fort Myers - 239.322.5488, 12879 S. Cleveland Ave.

EC13005050

No Payments,
No Interest
For 18 Months
(With Approved Credit)

Pirouette® Window Shadings

season of style

SAVINGS EVENT

Fashionably early.

Order your shades now and be ready for holiday gatherings. Beautiful Hunter Douglas window fashions are essential to an inviting home décor. What's more, savings are available right now on a wide range of styles. So, shop today, order early and have your window fashions professionally installed. All in time for your guests to arrive.

\$100 REBATE on select purchases of Hunter Douglas window fashions 9/17-12/12/16.*

Come See Our New

HunterDouglas Gallery

Featuring Hunter Douglas Exciting New Alustra® Window Coverings and Fabrics.

20% OFF

on all custom fabric cornices, valances, and draperies

FAUX WOOD BLINDS & VERTICALS MADE IN 7-10 DAYS!

Visit our store in the Bonita Plaza
10347 Bonita Beach Rd., Ste 109
(Located at corner of Old 41 & Bonita Beach Rd. © Johnny Malloy's)
Mon-Fri 10:00-4:30 • Sat 10:00-3:00
Sunday & Evenings By Appointment
WWW.ISLANDBLIND.NET
239-405-7326

“DRESSING SOUTHWEST FLORIDA'S WINDOWS ONE HOME AT A TIME FOR 20 YEARS”

DAN AND VICTORIA SERINO

*Manufacturer's mail-in rebate offer valid for qualifying purchases made 9/17/16-12/12/16 from participating dealers in the U.S. Only. For certain rebate-eligible products, the purchase of multiple units of such product is required to receive a rebate. If you purchase fewer units than the required multiple you will not be entitled to a rebate; partial rebates will not be awarded. Offer excludes HDOrigins and Nantucket™ Window Shadings, a collection of Silhouette™ Window Shadings. Rebate will be issued in the form of a prepaid reward card and mailed within 6 weeks of rebate claim receipt. Funds do not expire. Subject to applicable law, a \$2.00 monthly fee will be assessed against card balance 6 months after card issuance and each month thereafter. Additional limitations may apply. Ask participating dealer for details and rebate form. © 2016 Hunter Douglas. All rights reserved. All trademarks used herein are the property of Hunter Douglas or their respective owners.