

Coastal Luxe Interiors

Better Living By Design

VISIT THE PROFESSIONALS WITH COASTAL LUXE INTERIORS IN BOOTHS 329 - 330- 409 - 410
SEPTEMBER 16TH – 18TH IN THE MYRTLE BEACH CONVENTION CENTER



by Ashley Daniels



The Coastal Luxe team shown inside their showroom located @ 6613 N. Kings Hwy in Myrtle Beach. Their professional team covering everything from floor to ceiling, are known to be flawless for clients throughout Horry, Georgetown, and Brunswick counties.

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Senior Interior Designer's, Debbie Pinelli (left) & Kelly Cain (right) discussing some of the lighting fixtures in the show room.

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From conception to completion (and every step in between), Myrtle Beach-based Coastal Luxe Interiors is a master in the design industry. Their full, custom design services, beautifully covering everything from floor to ceiling, are known to be flawless for clients throughout Horry, Georgetown, and Brunswick counties.

“We are essentially a one-stop-shop in our brick and mortar store, stocked with all of the interior resources to build or remodel your home,” says Holly Hollerbach, marketing director at Coastal Luxe. Clients range from homeowners to builders and architects, with projects of all sizes encompassing full residential interior design for new construction, as well as remodeling work. “We’re doing some remodels in some neighborhoods that were built years ago, like Grande Dunes and Pine Lakes, replacing cabinetry, flooring, and lighting to update these homes,” says Hollerbach. “And then, while you have your open floor plans currently being laid out by builders, with these older homes, we’re helping with design in the essence of concepts to figure out how to modify the floor plans and yet maintain how



Coastal Luxe Interiors' General Manager Sherry Weatherly (left) reviewing an upcoming interior design presentation with Senior Interior Designer, Debbie Pinelli (right).

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things can still work and be best for traffic flow.”

New build neighborhoods showcasing the Coastal Luxe imprint include Waterside Edge, Waterbridge, Waterway Palms, and more. For builders who don't have their own selections coordinator on staff, Coastal Luxe offers the same service by walking clients through

exterior finishes, from paint colors to shingles, and interior elements, including flooring, cabinetry, lighting, kitchen backsplash, and more.

“Working with Coastal Luxe Interiors is a pleasure,” says Jason Repak, owner of Hudson Builders and president of the Horry Georgetown Home Builders

Association. “Their designers are very professional and I trust them to take care of my homeowners. They provide a ‘spec sheet,’ or some may refer to it as a ‘selections sheet,’ that covers not only the selections but also a color palette for each of my homeowners. This makes my job as a building contractor much easier. I also like to refer my homeowners to them for several of the individual products that they have to offer.”

This same design service the team offers is available to any of their residential clients. Their designs also extend into transforming the outdoor living spaces of their clients through fabrics, pavers, and the layout of outdoor furniture in the backyard or on the front porch, working with the parameters featured within the property's footprint. “We also have three senior designers who are versed to do space planning and will design and select all of the clients' window treatments, furnishings and



Coastal Luxe Interiors' Senior Interior Designer, Moira Youmans, puts the finishing touches on a display in the showroom.

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Coastal Luxe Interiors' cabinet specialist, Scott Hawkes & Senior Interior Designer, Kelly Cain review some cabinet door samples in front of the company's Wellborn Cabinet display.

accessories throughout any room of the house," says Hollerbach. "So when we talk about full design, that's what we mean in addition to architectural elements, from floor to ceiling, like wood applications on the wall, wallpaper, paints, faux finishes ... It's pretty limitless, but we make it cohesive because we have everything in house for the most part. A lot of people who are transitioning from out of town need to spend their time wisely and should not have to travel from store to store. Here, you get a more cohesive design."

Homeowner Leigh Anne Gaskins has entrusted working with Hollerbach and the team at Coastal Luxe from the very beginning stages of her new build home – and continues to work with her today.

"She's been such a pleasure to work with, very professional, and always listened to our needs," says Gaskins. "She decorated our new home, from paint to flooring and everything in between. She even

had her own movers move everything in and now she's putting in the finishing touches, like paintings, curtains, or what she calls the 'finishing bling-bling.'"

The Coastal Luxe storefront on Kings Highway in Myrtle Beach is laden with a plethora of interior design selections, from blinds and



The Coastal Luxe Interiors showroom includes a library of fabric in a variety of colors and textures for any type of project in need of this very important interior element.

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bedding to fabrics and furnishings, lighting, and beyond, such as:

- Custom window cornices in a variety of wood and fabric finishes
- Custom bedding and linens, including comforter sets, duvet covers, pillow shams, bed skirts, coverlets, and throw pillows
- Custom-designed and fabricated window treatments in-house, such as drapery and valances in a wide range of styles, plus the hardware to complete the look, from curtain rods and rings to hold-backs and brackets
- Upholstery
- A library of fabric in a variety of colors and textures for any type of project in need of this very important interior element
- Flooring, including hardwood, laminate, or vinyl flooring, ceramic tile, decorative accent/ mosaic tiles, and carpeting
- Furniture built for beauty, quality, and comfort in an array of styles, such as contemporary, transitional, traditional, or coastal

- Kitchen and bathroom cabinet design with a client's needs and space in mind, like storage, lifestyle, and budget
- Lamps and lighting, including wall sconces, table lamps, floor lamps, desk lamps, and recessed lighting
- Interior and exterior paint color selections and stain selections, available in endless brands, as well as turnkey painting services
- An extensive library of wallpaper from many national name brands

But the heart of the business is the staff of about 10 total employees, including specialists in flooring and cabinetry, a full-time seamstress, and three senior designers. The talented team is renowned for putting its clients first.

"In our consultations, we have a deeper conversation about how you live and how you are going to use the space. Additionally, we ask what type of textures, and colors and lighting the client wants," says Hollerbach.



Coastal Luxe Interiors' flooring specialist, Stephen Chase & Senior Interior Designer, Moira Youmans review some flooring samples in a model @ Waterbridge in Carolina Forest.

She says it's all about communicating with the client and actually listening to their wants and needs, not pushing their own personal likes onto the client.

"We adopt and take in their feedback, listen to what they want and create what they want within their budget," she says. "It's not just centered on the beautiful thing that we can come up with, but what their expectations are and

what their lifestyles warrant."

The entire staff is passionate about exceeding their clients' expectations. Each consultation includes a guided walk through the details of the space and the options available to nail the design, including the durability level wanted in the surroundings, the scale of the furnishings, the height of the room, and the color palette, to name a few.

"I think it's great that we take the time to go through details that a lot of people don't take the time to go through," says Hollerbach. "It makes a big difference once we procure everything and reach implementation with great forethought. I feel all of our designers consider every detail and those of each element. A lot of people don't even know the options that are out there unless someone takes the time to educate them on those options and works within a budget to deliver that end result."

Kevin Surdyke, general manager at Nations Homes, a custom home builder in Myrtle

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Coastal Luxe Interiors' cabinet specialist, Scott Hawkes & Senior Interior Designer, Debbie Pinelli discuss the new Wellborn cabinets that were installed in a model @ Waterbridge in Carolina Forest.

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Beach, agrees. “The Coastal Luxe team has some really wonderful and professional people on staff,” he says. “The relationship and communication with their group provide a seamless transition, starting with home design and ending with our clients moving into their beautiful custom home ...”

Coastal Luxe also prides itself on its team-oriented culture, breaking the designer stereotype that tends to seep into the industry. “Sometimes in our industry, you have a single designer, and a lot of times, it’s about the designer,” says Hollerbach. “Here, it’s about the client, not the designer. We’ve transitioned away from that. And that’s something that I think we really focus on: it’s about the client and what the client wants.”



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The Coastal Luxe Interiors Showroom is located @ 6613 N. Kings Hwy. in Myrtle Beach.

For more information or to schedule an interior design consultation call (843) 946-6644, email Sales@Coastal-Luxe.com or visit Coastal-Luxe-WindowTreatments.com.

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