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# kellydesigns

*Helping buyers envision themselves in a home*

**BEST  
HOME  
STAGER**

KELLY ANNE SOHIGIAN'S love of design, color, textiles, and decorating has always been her passion. She began her career as a buyer for Bloomingdale's and eventually became VP of merchandising for Christian Dior Neckwear.

After many years in the men's fashion industry, she carried her love of color and design into helping friends and family decorate their homes. It soon evolved into a business in which she could help people love where they live, making their homes reflective of their personalities and lifestyle.

Staging was a natural evolution of the business. Although very different from designing a home for everyday living, staging is a way to present a home for prospective buyers that permits them to envision themselves and the lifestyle they aspire to in a new home.

Done appropriately, it will foster an emotional connection to the space and allow them to envision living in that home. "From entry to basement, attention to every detail is important when positioning a home for sale," says Kelly.

Whether helping clients design their living space or staging a home to attract the maximum potential buyers, Kelly's passion shines through in abundance.

Kellydesigns is the recipient of the 2019 Architecture Award for the "Most Creative Interior Design Firm in Connecticut" by *Build Magazine*. Kellydesigns is also the recipient of the prestigious Best of Houzz Award for service for seven consecutive years: 2013, 2014, 2015, 2016, 2017, 2018 and 2019. This award is given to only 3 percent of the professionals listed on Houzz.

*Top: Kelly Anne Sohigian, photographed in one her staged properties, 73 Blake Dr., Fairfield (listed by Rachel Fowler from William Raveis).*