

DAZZLING DESIGNS



MAGGIE BECK/UNION DEMOCRAT

INTERIOR DESIGNER Shiree Segerstrom stands in her Sonora home, which she decorated.

SEGERSTROM moves to the digital world

By SEAN JANSSEN
The Union Democrat

The world of interior design is abuzz about Sonora designer Shiree Segerstrom. Segerstrom was featured recently on the influential *Thestylesaloniste.com* blog of best-selling author and designer Diane Dorrans Saeks and will soon be featured in *C* magazine, a publication that celebrates California's unique style.

Segerstrom, 52, formerly operated a design store, S.S. Home, in downtown Sonora but in recent years went to the Web for her base as the economy declined. She has done most of her work in the Sonora and Sacramento areas with the occasional venture into San Francisco or Los Angeles.

"I've had a real visual talent since I was a little girl," Segerstrom said. "I was

always decorating when I was little. We moved around a lot. Decorating became a way for me to put down roots."

Nevertheless, she did not become a professional designer until the age of 35.

She caught on quickly with a style that won over clients like Leonora and Randall Harris, of San Francisco, who purchased a weekend home in Sonora five years ago.

"I never really would have thought to choose the furniture she chose," Leonora Harris said. "It ended up working so well."

In a home Harris described as having both a Southwestern and Mediterranean feel in its architecture, Segerstrom placed two rattan high-back chairs near a large living room window with a matching lamp table. She added a sofa and chair that matched the grayish-blue tinted

pine cabinets as well.

"That brings that together without going crazy with the color," Harris said. "Her taste, the choices she made ... we immediately agreed with her vision of what she saw. I think she's very talented, very creative and very flexible to work with."

Segerstrom gives a simple explanation for her designs' success.

"It's the way that I like to blend styles. It tends to create an interior that evolves very well," she said. "My designs are something that you'll like for a long time. With a client, I use their taste, their style. I'm frequently using things they already have as a starting spot and it evolves into something completely different with each client."

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SURROUNDED BY fabric swatches, interior designer Shiree Segerstrom, (above) of Sonora, stands in her home office.

SEGERSTROM: From attic to 'retreat'

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An example of a timeless Segerstrom design can be found in the formal living room of her own Spanish-style home on Hillcrest Drive. She created it at about the time she moved in with her late husband, James Segerstrom, 11 years ago.

"My house is the one (design) that best represents me," she said.

While her own home may be her greatest passion, Segerstrom counts her greatest design challenge as a quick turnaround of a showcase space at a Modesto event.

"I was given an attic space that was completely unfin-

ished," she said.

She turned it into a "women's retreat" with high-end furniture and French antiques, she said, and features the end result on her website, www.shireesegerstrom.com.

Segerstrom showed innovation in creating a "Design in a Box" do-it-yourself package available at the site that brings

"a completely original design package ... shipped to your door" for \$495.

"That makes it more accessible for a lot of people to engage the services of interior design," Harris said.