

STYLEMAKER SPOTLIGHT:  
SHIREE HANSON SEGERSTROM

# Freshen decor with a 1-day plan

By Anh-Minh Le

SPECIAL TO THE CHRONICLE

Once the holiday parties and house guests are a memory and the seasonal decor is returned to its storage spot, things around the home can start to feel a bit, well, dreary. Interior designer Shiree Hanson Segerstrom may have just the solution: She recently launched "Room Service," a one-day makeover program "that has a clear game plan and a price tag that is fixed," she says. "The benefit is that it creates a stylish environment using the clients' best and most beautiful things without reinventing the wheel entirely."

Consider it a freshening up. Segerstrom, who has offices in Sonoma and Sacramento, works within a 100-mile radius of the two locales. She started her eponymous practice ([www.shireesegerstrom.com](http://www.shireesegerstrom.com)) in 1999, after much encouragement from friends and family; she also majored in interior design in college.

A hallmark of her designs is the custom fabric treatments she devises. For example, for a dwelling in Sacramento, "We are doing a kind of Cole Porter vibe with a fabulous armless sofa I ordered out of North Carolina," she says. "It is covered in a cream and light mint upholstery fabric in a very small, very subtle leopard print, and bronze tacks." In another home, Segerstrom re-covered every sofa and chair, as well as most of the window treatments, using the client's favorite color schemes. "We must have looked at 300 blue fabrics!" she recalls.

"People describe my style as beautiful, timeless and warm," Segerstrom says. "I love creating interiors that blend antiques and modern pieces." Her work is heavily influenced by the client's lifestyle, as well as the residence's or business' architecture and setting. "I find the best elements in the room and preserve them, play them up, and work my new design ideas around them," she says of her approach.

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Stephen Lam / Special to The Chronicle

## The Segerstrom cheat sheet

**The right white:** "Pratt & Lambert's Accolade in Phantom is the most beautiful soft white paint imaginable, with the tiniest hint of gray. Another warmer white I love is their Half 'n Half. It is positively mouth-watering." ([www.prattandlambert.com](http://www.prattandlambert.com))

**Design destination:** "An annual trip to the L.A. Mart for the Gift + Home Market is one of my favorite ways to find visual inspiration and spot trendy new sources." ([www.lamartgift.com](http://www.lamartgift.com))

**Material world:** "The Lee Jofa and Kravet showrooms at the San Francisco Design Center have the best fabrics. I can always find the exact thing I'm looking for, and the coffee at Kravet is delicious." ([www.sfdesigncenter.com](http://www.sfdesigncenter.com))

**Details, details:** "I love playing with scale, going large on some things and small on others. The large pieces anchor a space while the small ones show thoughtfulness. It is important to appreciate the small gesture."

**Skirting the issue:** "Skirted sofas and chairs help make large spaces cozy while ones without skirts look best in small spaces. When light travels under furniture, it visually enlarges a room."

**Period pieces:** "When remodeling an older home, consider the original architecture in your plans. I love incorporating versions of original moldings, hardware, lighting, flooring and tile to older architecture. One of my favorites for antiques and vintage items is Fleur de Lys in Modesto; the owner, Ruthie, travels to France and has the most unerring eye. I also love One Kings Lane and 1st Dibs." (Fleur de Lys: 209-577-0299; [www.onekingslane.com](http://www.onekingslane.com); [www.1stdibs.com](http://www.1stdibs.com))



## A few favorites

**Yoga:** "Yoga has been a constant in my life since it was introduced to me in a physical education class in the seventh grade. I have loved it ever since and strive for three workouts a week."



Shiree Hanson Segerstrom

**Inner circle:** "My friends, family and clients are so important to me. I enjoy scheduling time for them and when we're together I give them my undivided attention."



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**My home and garden:** "When I lost my husband, Jim, of 25 years, my home and garden became my refuge. Gardening and decorating are 'flow' activities for me. I get out in my yard and am transported for hours."