



Let there be light: Mixed textures like rich woods, linen upholstery, and suede wall coverings soften a great room designed by Freeman Interiors. INSET: Don and Renee Freeman. BOTTOM: FM79 contemporary two-tiered table, **Paul M. Jones Collection** (\$14,850). John Boone, Inc.; johnbooneinc.com

HIGH IMPACT

HUSBAND-AND-WIFE INTERIOR DESIGNERS **DON** AND **RENEE FREEMAN** TALK PARING DOWN, BUYING WELL, AND HOW CLASSIC FILMS INFORM THEIR AESTHETIC.

BY SARAH JORDAN

Design veterans Don and Renee Freeman are sitting in their chic home office on the seventh floor of the elegant Touraine Building on Spruce Street discussing their interior design firm. Partners in life,

they finish each other's sentences or look at the other when they're searching for just the right anecdote or detail, as though summoning the thought from a shared brain.

"What's our best

decorating advice?" repeats Don and looks at Renee, posing it as a guessing game. "It's one word."

"Throw it out!" says Renee with a laugh.

Don agrees: "Edit! One good piece is >



PHOTOGRAPHY BY JOHN ARMICH (ROOM)





Stephen R. Schaeffer
Senior Vice President
Financial Advisor

1650 Market Street
42nd Floor
Philadelphia, PA 19103
215-854-6041
stephen.r.schaeffer
@morganstanley.com
www.morganstanleyfa.com/
srschaeffer

Does your money need a professional trainer?

The right coach can help an athlete reach his or her goals. The same can be said of your finances. With guidance from a Financial Advisor, you can follow a path of fiscal responsibility, and create a strategy that can help maximize the potential of your investments.

As a Morgan Stanley Financial Advisor, I can work with you to develop a financial strategy, and adjust it to help you manage your investments and assets now and through the years to come. Call me to arrange a meeting, and let's work toward a stronger future.

Morgan Stanley

© 2014 Morgan Stanley Smith Barney LLC. Member SIPC.
CRC610744 FAS009 CS 7338795 03/13



Bryant & Wilde Realty, LLC

The Rittenhouse Hotel & Condominiums



RESIDENCE #2005/06
\$4,900,000

Beautifully Appointed One-of-a-Kind
3 Bed + Den, 3.5 Bath, 4800 SF

Gorgeous Rittenhouse Square Park & Western Views!



Bryant & Wilde Realty, LLC

210 W. Rittenhouse Sq. ♦ Suite 405 ♦ Phila., PA 19103
www.BryantWildeRealty.com ♦ sales@bryantwilderealty.com
Diane Bryant: 610.529.8000 ♦ Margie Wilde: 215.888.8500
Office: 215.893.6100

SPACE *INTERIOR MOTIVES*



A master suite becomes a personal retreat with its soft color palette. **INSET:** Simple (and simply comfortable): This Slipper chair from A Rudin mirrors the Freemans' design sensibility.

better than a bunch of junk. Don't clutter things. The biggest mistake people make is having too much stuff."

The couple has built up a loyal book of clients whose design aesthetic matches the high-drama, edited-down sophistication of the Freemans, who can be spotted around town in their signature all-black ensembles. The Freemans deliver a wide variety of looks—traditional, modern, minimalist—but all with a glossy finish. A mix of residential and commercial

work takes them from the city to the suburbs, as well as to clients' second homes in Florida, New York City, and along the New Jersey coast.

Not surprisingly, they say the key to happy designer-client relationships is their ability to understand what clients want and to give them a fully finished environment. "We're not dictators," says Renee. "We're collaborators. We take a client's vision and execute it properly. It's their home and they have to love it."

PHOTOGRAPHY BY JOHN ARMICH (ROOM)



The Freemans source lights, like this bubble chandelier, from Rittenhouse Electric: "It's lighting that really creates atmosphere," says Renee.

Though the couple attend the big furniture and designs shows, enjoy shopping trips in California and Europe, and keep up with the trends, they don't follow them—and are proud of it. They have been around long enough to be familiar with the cyclical nature of design trends and steer clients to more timeless choices. Buy well once, so you don't end up buying often. "I've seen so much money misspent," says Don. Renee adds, "Just because everything is gold doesn't mean it's stunning."

With the couple's predilection for classic style, it's not a surprise when they

reveal their downtime guilty pleasure is watching old black-and-white movies. Renee confesses recharging by looking at films—think the Myrna Loy-William Powell "Nick and Nora Charles" whodunits, Busby Berkeley's musical spectacles, and of course, the 1948 comedy *Mr. Blandings Builds His Dream House*. Renee says she likes to study the clothing, jewelry, and furniture. And the Freemans have made a name for themselves by reviving that cinematic glamour for their clients' homes. 1520 Spruce St., 215-772-9406; freemaninteriors.com ■

Roger's Walk APARTMENTS

YOU RELAX
WE WILL
TAKE CARE
OF THAT THING.

AND THOSE
OTHER THINGS TOO.



JOIN OUR ELEGANT
AND SPACIOUS LUXURY
APARTMENT COMMUNITY.

Please contact us today to schedule your tour.

856.778.1750 | rogerswalk.com

2100 Deal Drive, Mt Laurel, NJ 08054



BUILDING TODAY... FOR A BETTER TOMORROW