



As early as he can remember, David Jimenez has had a thing for interiors.

And, as senior VP at Williams-Sonoma and

Williams-Sonoma Home, he's lucky enough to be able to combine his passion for design with a fulfilling role in visual merchandising.

"I recently joined Williams-Sonoma and it's an exciting time to be a part of the company," says the laidback New Yorkerturned-San Franciscan. "I'm responsible for bringing the stores to life through inspiring displays, theatrical settings and immersive experiences."

With a busy work schedule,
David often escapes to Palm
Springs for a bit of R&R, and says
the desert locale is the perfect
destination for rest and play.

"Since the 1950s, Palm Springs has been Hollywoods' desert playground for celebrities," he says. "Actors under contract had to be available within two hours from the studio and that made Palm Springs the perfect destination. That retro Rat Pack vibe is still alive today through gorgeous mid-century modern

architecture, chic boutiques and a leisurely, resort-like pace."

David purchased his bungalow 12 years ago while shopping for a classic mid-century style home.

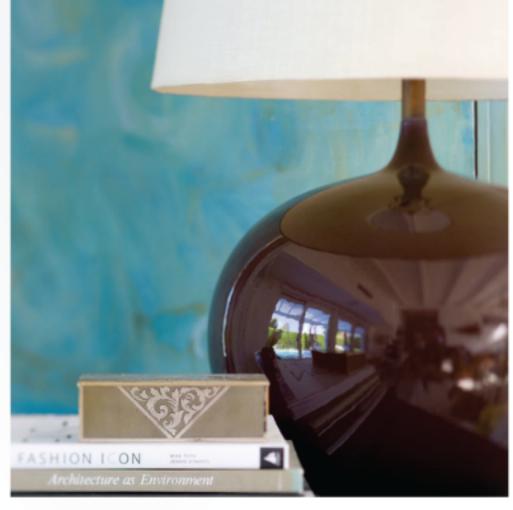
"This one stopped me in my tracks," he recalls. "It had amazing bones but required a complete overhaul of the home and grounds."

"I love entertaining friends and family. Creating an outdoor oasis at the house was important to me. I had several tons of gravel replaced by lush green grass and then had a concrete slab poured in the centre of the backyard a few feet away from the kidney-shaped swimming pool. The slab offers a spot that easily can transition over the course of the day – from lounge chairs for sunning, to an outdoor sectional for afternoon cocktails, or a large round table and chairs for a seated dinner late into the night."

One of the primary challenges of the design process was removing dated-looking tiles and creating a seamless floor throughout the home.

David opted for a poured concrete floor in a natural finish that unifies the rooms and is cool underfoot.





"It was a worthwhile investment that changed the vibe of the house," he says.

Once the major renovations were complete, the fun began. With Palm Springs' incredible thrift stores and antique shops at his doorstep, David rented a truck and embarked on several shopping excursions to outfit his new holiday abode.

"If a piece had a great shape, unique lines and fit my budget, I bought it," he says simply. "Later, I had fun moving things around at the house until the furnishings landed in the right spot."

Asked about his favourite pieces, David laughs and admits, "I have an obsession with lamps! I pick them up at estate sales and vintage shops. They are a wonderful way to add a decorative accent to a room or make a bold statement in colour. I outfit my lamps with low wattage lightbulbs - sometimes as low as 7.5 or 15 watts. Dim lighting is sexy. It creates a loungey mood, puts everyone at ease. And, let's face it, everyone looks better in dim lighting!"



Meet David

A New Yorker born and raised, David says he loves visiting his hometown and rediscovering the city limits. "From new stores in hip up-and-coming areas like Donzella in TriBeCa to my favourite old haunts like the Ralph Lauren flagship store on Madison Avenue, there is always something unique to experience."







## Room with a view

Flooded with natural light, this bedroom overlooks the bungalow's lush green lawns and gardens, providing a tranquil retreat for guests.







## David's top styling tips

- USE WALLPAPER TO MAKE A STATEMENT
  - Beyond point, the easiest way to add drama to an entry or bedroom is to cover one wall with wallpaper.
- 2 PUT INDOOR FURNITURE OUTSIDE

Consider uphoistering classics like wing chairs, a camelback or a sleek sectional in low-maintenance fabrics like Sunbrella or vinyl for years of good wear.

3 INCORPORATE
RETRO ACCESSORIES

Whether it's a viritage alarm clock, donut phone or hip thrift store lamp, these classics add instant panache and style to most any interior.

4 INCLUDE BOOKS

Heap a stack of wellchosen books on a coffee table, side table or credenza. It creates an easy, chic vibe that goes far in making a room look "collected".

5 LAYER ARTWORK

Layer mirrors with blackand-white photography or colorful artwork to achieve an air of casual elegance.





THROW AURA by Tracie Ellis Cable knit throw ocean \$149 www.aurahome.com.au SIDE TABLE Replica Tulip marble side table white \$299 www.lifeinteriors.com.au ART 'Autumn Skies' original painting by EbiEmporium 11x14 inches US\$150 www.etsy.com/shop/ebiemporium LAMP Bow table lamp in yellow \$39.95 www.freedom.com.au CHAIR Replica Bertoia dining chair in white \$249 www.lifeinteriors.com.au VASE Jonathan Adler Hera Vase \$100 (on sale) www.hyphenate.com.au CUSHION Rattan black cushion POA www.madraslink.com