

DESIGN ON THE ROX

ONE OF BEVERLY HILLS MOST
WELL KNOWN "RICHKIDS",
ROXY SOWALTY SITS DOWN
WITH SENIOR EDITOR,
GINA SAMAROTTO, FOR A Q&A
ABOUT DESIGN, LUXURY AND
WHY SHE WANTS TO DESIGN
VERSAILLES.







Roxy Sowlaty is no stranger to luxury. Born into a prominent, West Coast family that made their fortune in the printing industry; this self-proclaimed 'Persian Princess' has a penchant for design and style that can't be squelched. Since co-founding the clothing line, Rox Tar, at the age of sixteen, Roxy's brought her design sensibilities out of the closet and into the living room with the launch of her interior design firm.

Currently one of the stars of the E! Network's reality series, #RichKids of Beverly Hills, don't let Roxy's on-air lightheartedness fool you - the 'reality' is that Sowlaty holds a Masters Degree in Interior Design from the prestigious Parsons School of Design.

Roxy, how did you get involved in design?

I just realized how much I focused on and loved interior design and space planning, so I decided to enroll in design courses to further explore it and never looked back! I walk into a space and just start re-arranging things and planning how to make the space better in my head! When something affects you that much, it's hard to ignore it!

Do you have any favorite, unexpected elements that you love to use in your projects?

My favorite unexpected element to use in a project is lighting. I think lighting is a moment where you can have fun and be unique in the style of your fixtures! An interesting light fixture can make a room!

Do you have a "go-to" wall color?

My go-to wall color is BRIGHT white or a warm gray. I love Coventry Gray by Benjamin Moore!

Do you find yourself frequently changing up the aesthetic in your own spaces?

I feel like I am always changing up my spaces. Spaces are best when they evolve over time, feel collected and are imperfect. That's not something you achieve in a single-go design plan. I am always changing art, mirrors, decorative objects, and furniture placement.

What is the singularly most expensive item you've incorporated into one of your spaces?

I don't think I can name just a single item. Given the high costs of some of the marbles I work with, the stone itself is probably the highest priced item I've purchased in bulk!

Can you tell us about your design education?

I first took classes at UCLA extension for interior design and then moved to New York City after undergrad at USC's Marshall School of Business, and enrolled at Parsons for my masters in Interior Design.

There are so many wonderful, luxury textures.

Do you have a favorite?

My favorite luxury texture is stone - my favorites are Calacatta and white Onyx.

Where do you love to shop that is not necessarily "to the trade"?

My favorite place to shop is Ebay!!! I honestly find the most fantastic vintage pieces! I am so obsessed with ebay that I do a weekly auction post on my blog roxysowlaty.com sharing my favorite auction finds of the week!

If you had a chance to design a space for anyone, anywhere what would be your "dream room"?

My dream design job would be to design anything at Versailles. I think I would die of happiness!

How do you approach a new project? What is the first step in your process?

The first step in my design process is getting to know how the space is going to be used and who will be using it. I have to design for them not for myself!

Do you have a favorite celebrity designer?

My favorite celebrity designers are Kelly Wearstler and Windsor Smith.

Where do you find your design ideas or inspirations come from?

I have a large collection of images that I have saved over the years on my computer that I use for inspiration. I also just feel drawn to different colors and trends at times and just go with my gut a lot.

What is your own, personal favorite space?

My personal favorite space is my family's kitchen. I designed the space to be a bright white modern kitchen with zebra wood accents and classical ceiling moldings - blending old and new design. It is pretty spectacular and airy in feel and I just love it!