

NYC & G

New York Cottages & Gardens

COTTAGES-GARDENS.COM | MAY/JUNE 2013



DAZZLING DECOR!

UPPER EAST SIDE
GLEN COVE
CENTRAL PARK WEST
WEST VILLAGE



SHOWROOM SPOTLIGHT: **STEPHANIE ODEGARD COLLECTION**

Like lots of businesspeople nowadays, Stephanie Odegard has been reassessing her brand identity. Odegard rugs, made principally in Nepal, India, and Tibet, are universally revered among the design cognoscenti, but now that she has also been making furniture and home accessories, it seemed time for an upgrade—particularly as her showroom in the New York Design Center is getting an overhaul. “We decided to give ourselves a face-lift in tandem with our re-branding,” says Odegard of the newly christened Stephanie Odegard Collection. “We had been in the same space since the early '90s and wanted to freshen up.”

Today Odegard sells everything from cotton flat-weaves to hand-woven Nepalese silk rugs, in addition to

hammered-copper chaises and other pieces made according to traditional Indian craft methods. “I like that we’ve helped to build up the craftsmen’s business as a result,” says Odegard, a founding member of GoodWeave, which works to end child labor in the carpet industry. In July, Odegard will be honored with the Innovator Award at the second annual Innovation in Design Awards, held by *NYC&G*’s sister publication *Hamptons Cottages & Gardens* in East Hampton. *Stephanie Odegard Collection, New York Design Center, 200 Lexington Ave., NYC, 212-545-0069, stephameodegardcollection.com.*