

HOME FROSTING

Designing Livable Luxury

Photography by Kara Wright



Home Frosting decorated the interior of this custom home with a strong earthy, organic look by using natural woven fibers, wood elements, leather, wicker and burlap to create a relaxed environment. Everything was designed for comfort from the cushy sofas to the upholstered dining chairs.

Before Karen Post started showing her design work on HGTV, she staged a condo she owned in Tampa in order to rent it. When it leased for 33% more than she and her husband expected, they formed Home Frosting, a company that offers both luxury staging and full interior design services.

Her success in home design and real estate packaging was no surprise after a career working with luxury fashion brands as a visual merchandiser, and later as a branding author and international professional speaker. Karen is a fanatic about aesthetics and believes marketing plays a big role in the entire residential dwelling and selling experience.



The home's neutral furnishings, including the light fixtures, were accented with color. Home Frosting chose a dusty, slate blue to achieve this very tranquil decor.

Staging focuses on showcasing a property to make it appealing to the largest pool of buyers, while decorating is about creating environments that personify the dweller's style values and personal preferences.

We asked Karen what design trends she is seeing and using in her current projects. She said clients want a more relaxed, livable design vibe where comfort is key, along with a desire for casual, feel-good furniture. She sees color coming back for accents and dominant themes in a full spectrum of soft pastels from blush and icy grays to bold rich tones of sapphire blue, grassy green and fuchsia. Since the era of the coronavirus pandemic, there

is a priority on additional home offices, workspaces and entertaining spaces, as rooms are being repurposed for utility considerations.

Karen, who is regularly seen on *Daytime*, a nationally syndicated lifestyle show where she shares design and decorating tips, was also hired by HGTV to decorate several houses. She designed Harry Connick Jr.'s trailer when he filmed a movie in the Tampa Bay area and has worked with several Tampa Bay Lightning players. Karen says style and decor should be a reflection of you and your lifestyle, and she recommends investing in timeless pieces, while also having fun with trendier accent elements.

A home decorator or designer should orchestrate your story, she says, adding insight and helping you navigate your journey to a home that makes you happy and proud. ■■

EDITOR'S NOTE: Karen Post is a Tampa-based interior designer, home stager and home stylist. See her on Daytime, a nationally syndicated lifestyle show that airs locally on WFLA-Channel 8, and on HGTV. She's also a regular contributor to the National Association of Realtors' publications. She can be reached at (813) 250-1730 ext. 106.