

# Design that works

Returning Sarnia native Carla Pavlov reaches out to serve customers in home design venture

by J.D. Booth

She's back. And now it's Carla Pavlov, although those who knew her in Sarnia are more likely to remember "Rathburn," her name before leaving town, marrying and working in a variety of home design settings.

But it's still Carla and she's putting her experience and expertise to work as owner of CR Designs.

The home-based business pulls together Pavlov's experience in setting up and running Color Your World's shop at home service as well as her work with Kobe, a fabrics company that took her throughout the country and overseas.

Two years ago this summer, the Pavlovs relocated to the Sarnia area, the result of a work-related move by Carla's husband.

And now, she says, CR Designs is ready for business.

For Pavlov, the approach is one that reaches

out to the customer while simultaneously bringing a sense of unity to the design of a home or office.

"It's about bringing the ideas together and providing a unified look," she says.

Starting with a consultation designed to establish objectives for the design work, Pavlov will take her own tour of the premises, taking digital pictures, measurements, and, she says, "getting a feel for the space."

From there, she will put those 18 years' of experience to work on behalf of the client, typically returning with a detailed plan for materials to be used, including paint, wallpaper and flooring.

The result, she says, will be one that provides that unified look, something the homeowner can see flow from one room to another.

"That's my big thing—keeping it all

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unified," says Pavlov. "It's the big picture I'm looking for, not focusing on just one small aspect of the design project, but how everything fits together."

She also recognizes that there are logical limits to the resources available to do the work.

"It's got to be affordable," she says.

Her complete design service includes colour selection, space planning, custom window treatments, paint and wall treatments, furniture selection and reupholstering.

Pavlov began the business as demand for her design services grew from personal contact.

"Family and friends would ask me to transform the interior of their homes," she says. "This business just seemed to be a natural progression and a dream come true."

She says the fact that the possibilities for home design are virtually limitless has a personal appeal as well, although to some, it can be overwhelming.

"The endless variety of products available to design your interior can leave you dizzy," says Pavlov. "Too often, homeowners choose an item that looks appropriate, only to find out it looks dated soon afterward."

Pavlov's CR Designs can be reached at 869-6026 or by e-mail: [crdesigns@cojeco.ca](mailto:crdesigns@cojeco.ca). ☐