



## FOR IMMEDIATE RELEASE

November 23, 2009

### **Riverside Designers, Inc. Celebrates 35 Years in Business**

Charleston, S.C. – In August of 1975, Riverside Designers’ original owner Gloria Thiem opened a modest interior design service on Rivers Avenue in downtown Charleston, S.C. Thirty-five years and more than 1,500 clients later, Riverside Designers is celebrating 2010 as a major milestone: it is Charleston’s most established interior design studio.

Riverside Designers’ owner and principal since 2005, Jennifer Ferrell, reminisces with Thiem, who now manages threadhouse, inc., Riverside’s in-house fabrication workroom: “I admit it’s bizarre to own a company older than I am,” Ferrell said. Ferrell, 32, was born and raised in Charleston, attending Porter Gaud School and graduating from the University of Georgia with a degree in residential interior design.

“We are so grateful for so many families opening their doors to us and allowing us to come into their homes and transform them to reflect a timeless, memorable style that they can be happy with for many years. Often, our clients become our friends because we are so connected to the project,” Ferrell continued.

In tribute to its 35<sup>th</sup> anniversary, throughout 2010 Riverside Designers will be offering every new and existing client up to three hours of consultation and design services by Ferrell herself for \$35/hour, more than a 60% discount.

“Naturally, we want to do something special to commemorate 2010 as our 35<sup>th</sup> year. We also feel that this kind of incentive allows many more families to test out our services if they have a room or an area of their home they’d like to polish,” Ferrell explained.

In addition to its anniversary-special pricing, Ferrell and her team are also planning to launch a new web site and blog, as well as find additional ways of adding value for its clients, in the coming year.

#### *About Riverside Designers*

Riverside Designers, located at 11 Isabella Street, is Charleston, S.C.’s oldest interior design studio, serving residential and commercial clients since 1975. With more than 40 years combined experience in the profession, principal, owner and lifelong Charleston native Jennifer Ferrell and her colleagues at Riverside Designers have made creating award-winning, inspirational environments their life’s work through exceptional client rapport and service. A signature style, unique to the client, is the trademark of Riverside Designers: fresh, classic interiors that speak for themselves. Ferrell and Riverside’s professional staff are Members of the American Society of Interior Design (ASID). Learn more by visiting [www.riversidedesigners.com](http://www.riversidedesigners.com) or calling 843.377.2600.

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