

**INSIDE LOOK**

# High(rise) Fashion

This retail executive's condo pairs trendy with classic

by LISA MOWRY

FOR MORE THAN TWO DECADES, Jennifer Pritchard has traveled the world as a business consultant, working for such well-known fashion brands as Chico's, White House Black Market, and Vanity Fair. Picking up ideas about design along the way, she has translated her sense of style to a Buckhead condo, which demonstrates the power of rich fabrics, patterns, and textures. "I love to mix styles—modern pieces with antiques for a warm, soulful home," says Pritchard.

Working with a team at Insidesign, Pritchard and interior designer Diane Lankford made selections that could adapt to Pritchard's next home, if need be (acknowledging the peripatetic life of a consultant). First and foremost: bodacious colors—including navy, yellow, kelly green, and lavender—grounded by warm woods, soft grays, and the sparkle of chrome. Next: Forgo elaborate window treatments (which tend to stay with a home) in favor of interesting patterns and lighting.

"If you know Jennifer, she's not a beige person," says Lankford. "Once you meet her, this whole project makes sense." A curvaceous geometric motif, including a globelike chandelier over the breakfast room table and graceful lines on Lillian August dining chairs, reinforce the feminine—but not too girly—point of view.

Although most of the furniture is custom, Lankford was able to repurpose a pine chest, giving it a gray glaze and marine finish so that it now serves as a bar. She also incorporated the homeowner's extensive art collection, adding lively focal points to all the rooms. Pritchard is drawn to abstracts because they have different meanings to different people—and provide another modern touch.

"I think you can tell that this home belongs to a smart businesswoman who has a sense of fun," says Lankford. "It's a mix of high heels and business savvy." ■

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## DIY Chat Rooms

DIY HOME-IMPROVEMENT types are notorious bloggers. There's just something about an amateur's mishaps with a circular saw that warrants venting online. Atlantan Rhoda Vickers started her blog, Southern Hos-

pitality, five years ago when she was decorating a previous home in Birmingham. Since then she's found so many kindred spirits that she decided to organize a conference specifically for people with mutual interests in blogging and home improvement. The inaugural Haven Conference will be held June 21

to 22 at the Crowne Plaza near Perimeter Mall.

Speakers include celebrity bloggers John and Sherry Peter-sik from Young House Love; Ana White who runs an eponymous blog; and Rashon Carraway, better known as Mr. Goodwill Hunting. Sessions will address both blogging how-tos and DIY

skills, such as furniture painting and staining, thrifty shopping, and safe power tool use.

Conferences like Haven are important for bloggers, says Vickers, because they are still in "uncharted territory . . . The more information we share with each other, the more powerful we become." —SHARON SHAPIRO