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BUSINESS

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STAFF PHOTO BY ED PAGLIARINI

Claire O'Connor, a design consultant and professional organizer, is the owner of Enchanted Home in Flemington.

Offering enchanting, hands-on home design

By ERICA LAMBERG
Correspondent

Claire O'Connor is the owner of Flemington based Enchanted Home, a hands-on home design and lifestyle company.

She said her services include working with and rearranging what clients already own, simplifying and de-cluttering and shopping with or for clients for new furniture, accessories, flooring, wall and window treatments, lighting, fabric and color.

Clients implement recommendations on their own, or work with O'Connor and one or more specialized associates: organizers, contractors, painters, artists, woodworkers, electricians, furniture-makers and more. One visit, multiple visits, or an ongoing relationship can be arranged.

"The focus is first and foremost on who a person is, what they love and what they truly need to support what they are up to in their lives," said O'Connor, who is marking 10 years in business.

Working in the role of coach and facilitator — as much as designer and organizer —

LOCAL BUSINESS

Enchanted Home

Address: 7 Dewey Ave., Flemington

Type of business: Design consulting

Owner: Claire O'Connor

How long in business: 10 years

Number of employees: One

Telephone number: (908) 268-6280

O'Connor said she helps her clients access their own voice.

"Your home is a container for your life, and a powerful mirror of what's going on inside of you. Inner chaos and chatter can actually be calmed by a clear, harmonious space," O'Connor said. "What's more, an environment that is arranged properly can impel you forward and lift you when you feel stuck."

For one local client, O'Connor helped a young widow create a space for her to quietly read or gather with friends for crafting.

"This client's husband died, and her goal was to reclaim the space that served as her husband's graphic arts studio," said O'Connor. "We made the loft a 'grown-up' play space where she

could paint, quilt, scrapbook and enjoy time with her girlfriends. Her husband had wanted her to use this space, and we incorporated part of her husband's interests and it just was a great tribute to him and a new way for her to reclaim that room."

O'Connor earned a bachelor's degree from Northland College in Ashland, Wisc., and has advanced training in essential feng shui.

A former massage therapist, O'Connor said she started Enchanted Home after she assisted friends with organizing and designing their homes.

"My friends urged me to start this business, and it's just kept growing and growing," she said.

O'Connor offers a free newsletter, "Your Enchanted Home," that offers design ideas, inspiration, information, book and product reviews and case studies. Visit www.enchanted-home.net to sign up.

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