

SPRING 2022

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| FROM THE EDITOR:

Spring is a time for refreshment and rejuvenation. A time when we feel more alive as our minds are cleared of winter's heaviness and we wake up to the light of a new season. And Hudson Valley Style is here to help you live a more inspiring life - in ways big and small - as you take advantage of the treasures this season has to offer.

So whether it's natural skincare tips from one of Hudson Valley's top natural skincare experts, or simple home decor tips with Lisa Ferrara. Let Hudson Valley Style Magazine be your guide to living well this Spring.

Maxwell Alexander



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// Duncan Avenue Studios
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Two Black women are standing against a solid orange background. The woman on the left is wearing a bright red blazer over a black lace crop top and blue jeans with a large tear at the knee. She is holding a small orange bottle of NSSFELI product. The woman on the right is wearing a white off-the-shoulder top and blue jeans with a large tear at the knee. She is holding a larger white bottle of NSSFELI product. Both women are smiling and looking towards the camera.

HOW TO GET YOUR SKIN SUMMER-READY WITH NATURAL SKINCARE

PRESENTED BY NSSFELI NATURAL SKINCARE

The summer months can be rough on your skin, especially if you live in an area that's prone to harsh sun and pollution. With the right skincare routine, though, you can protect your skin and prevent it from aging too quickly due to prolonged sun exposure or damaging environmental factors. These two simple steps will give you beautiful, healthy-looking skin all summer long!

// EXFOLIATE YOUR SKIN

Exfoliating will help you slough off dead skin cells, prevent ingrown hairs and acne breakouts, and reveal glowing, fresh new skin. For a natural exfoliant that won't dry out your hands or leave them smelling like pomegranate (which you might not mind if you live in California but probably don't want when it's humid), try making a simple scrub from one of these ingredients: sugar, raw or brown sugar, salt, olive oil or coconut oil.



// MOISTURIZE YOUR SKIN

The number one thing you can do to help your skin stay healthy during hot weather is moisturizing. (Bonus points if you use a natural skincare product!) Most people make the mistake of only thinking about their face when it comes to moisturizing, but that's not nearly enough — especially when it comes to protecting against harmful UV rays.



HOW TO GET YOUR SKIN SUMMER-READY WITH NATURAL SKINCARE

// GET RID OF SUNSPOTS

Sun damage is one of the biggest causes of freckles, dark spots, and uneven skin tone, so it's important to treat and protect yourself against sun damage while you're still young. But even if you have a history of bad sun exposure, don't worry: Nessfeli Natural Skincare has got your back.



// PREVENT AGING

When you don't protect your skin from UV rays and environmental stressors, its elasticity deteriorates. Protect yourself with a daily moisturizer or serum that contains ingredients like vitamin C and peptides. Think of these components as antioxidants—they improve collagen production, fade dark spots, and reduce inflammation. The better care you take of your skin now, the better it will look in years to come.

// PROTECT YOUR LIPS

Protecting lips from sun damage is a little tricky. It's important to protect your entire face, but it's also important not to block UVB rays, which are responsible for producing vitamin D and keeping you healthy.

// DRINK LOTS OF WATER

Staying hydrated is one of the most important things you can do for your skin. When it comes to hydrating, water is always best. Sure, there are supplements out there that claim they'll give you great hydration and keep your skin supple, but if you drink plenty of H₂O, these products won't be necessary. Drink up! Add an extra glass during summertime when it's hot outside.

Log on to nessfeliskincare.com to learn more and discover our natural skincare line.





#CATSKILLMOUNTAINS

[CATSKILL, NY]



MODERN FARMHOUSE IN THE CATSKILLS
PHOTO STORY BY MAXWELL ALEXANDER

**#MODERN
#AUTHENTIC
#RUSTIC**



#CATSKILLMOUNTAINS

[CATSKILL, NY]

#WARM
#COOL
#COZY



MODERN FARMHOUSE IN THE CATSKILLS

PHOTO STORY BY MAXWELL ALEXANDER



#COMFY
#INSPIRING
#FRESH



#BOUDOIREXPERIENCE

[NEW PALTZ, NY]

EXCLUSIVE
INTERVIEW
WITH
**HUDSON
VALLEY
BOUDOIR
PHOTOGRAPHER
LEYLA CADABAL**
— BY DINO ALEXANDER
— PHOTO STORY BY
MAXWELL ALEXANDER

Visit us at hudsonvalleystylemag.com
for the complete interview + photo gallery

Dino Alexander: Wow! Thank you for the opportunity to shed the light on you and your amazing work, Leyla! Please tell our readers a little bit about yourself.

Leyla Cadabal: I was born and raised in the Hudson Valley. I attended SUNY New Paltz, earned a teaching degree, and taught elementary school for a few years after I graduated. My husband and I met right out of high school, we were married in 2002 and now live in Highland with our 3 kids. We all enjoy this area and especially love hiking at Minnewaska as well as swimming at the preserve.

Dino Alexander: How cool! So how exactly has your passion for photography evolved into an actual business?

Leyla Cadabal: It was around the time that I had my son, now 13, when I had a few friends and acquaintances mention that it's something that I should pursue since I enjoyed it and it was flexible with my schedule at that time. I started to book appointments and dig into the elements of photography. Once I felt more comfortable with manipulating settings on my DSLR to achieve the results I wanted, I began booking weddings and portraits at a steady rate. During those years, I also worked hard not only at developing my skills but learning how to run a successful business on my own. This year I'll be celebrating my 10th year at my studio!

Dino Alexander: Congrats on your anniversary! Now let's get to today's hot topic, the very best Boudoir Experience in the Hudson Valley and Upstate, NY. How did that come along?

Leyla Cadabal: I knew I wanted to create something that would encourage self-indulgence and confidence. It's not very often women take time for themselves. With all of the demands of everyday life, it's so important to take a step back and celebrate who we are, at this moment. Life gets hectic. Essentially, what I'm doing is crafting an experience specifically made for my clients, who are then able to savor a few hours of indulgence with no distractions. The images I create are meant to be a daily reminder of how amazing you should feel every day, not just at my studio.

I and my staff create a body-positive environment where women can truly be themselves and feel beautiful in their own skin. This is an important aspect of my branding.

Dino Alexander: Impressive! Please tell us

INTERVIEW WITH PHOTOGRAPHER LEYLA CADABAL

more about those self-judgment vs. building the confidence dynamics.

Leyla Cadabal: Honestly, I have to start by saying I am humbled by the journey this has taken me on. It has taken me over 8 years to craft this experience to the level I've wanted to reach. There are always things I'm working on to make it even better. I guide my clients through planning the entire session, even if it takes going shopping with them on FaceTime or getting texts with wardrobe options. We

front of my lens. For me, it's liberating. That's exactly what I'm looking for. I want them to feel amazing, that day and beyond. The countless women that I have photographed are always so grateful for the opportunity I've given them to see themselves in a different light. I can't even begin to tell you how many clients have told me how their self-confidence improved after their experience. It's all about celebrating yourself and empowering every woman in a positive and fun atmosphere.

Dino Alexander: I would imagine that some ladies would still be hesitant to try your Boudoir Experience. What is your message for them?

Leyla Cadabal: The first thing I would tell them is to ask any of the women that have had a session with me. To see their images, to hear their stories, to understand the emotions from beginning to end. I think it's important always to seek out feedback from real people who have already "been there, done that", especially something of such a sensitive and personal nature. It helps to hear from those clients about what it's really like. They would be happy to give any advice or support to anyone on the fence about it.

Essentially, this kind of experience is for everyone.

You have control over the outcome, it's not just about my vision with the camera. Our goal is to celebrate femininity, strength, the emergence of a side of ourselves we may have lost along the way, or haven't yet discovered. It is through The Boudoir Experience that we renew that spirit.

Dino Alexander: Thank you so much, Leyla! You are such an inspiration for all of us and we'll be sure to keep an eye on your work and will definitely circle back on what's new in the very near future!



carefully craft something together, which in turn, builds trust and confidence even before the session. My clients are fearless and brave. It's not every day that you walk into a portrait session with someone you may have just met, and begin to peel away all the layers you rely on to protect you from others' opinions.

I want to express that through my images, fueled by the experience I'm providing them. I don't create static poses. I give my clients movements, thoughts, and expressions that build up confidence throughout the session. I've seen this happen numerous times, right in



#HUDSONVALLEYSTYLE

[CORNWALL-ON-HUDSON, NY]

HUDSON VALLEY STYLE LIVING WITH LISA FERRARA

← Stained Butcher Block

MORTGAGE BROKER LISA FERRARA SHARES SPRING HOME DECORATING TIPS FOR AN AUTHENTIC HUDSON VALLEY STYLE HOME

– Presented by Superior Mortgage Company Inc. NMLS #43642 – Photography by Duncan Avenue Studios

When it comes to creating a home decor style, it can be easy to get caught up in what other people say you should do or think of as the right way to go about it. But at the end of the day, your home should reflect who you are and how you want to live your life – and that includes your decor style! When it comes to authentic Hudson Valley home decor, there are plenty of simple tricks you can use that will result in an overall effect that's both beautiful and unique, including these spring home decor tips by Hudson Valley local mortgage broker Lisa Ferrara.

THE IMPORTANCE OF COLOR

Many people believe that interior decorating has very little to do with color, but it is one of the most important aspects of your home decor. In fact, color has a dramatic impact on how people feel in a room and what they think about their surroundings. If you are looking to have an authentic Hudson Valley-style home, there are few colors that fit better than those found in nature during springtime. With tips on how to use color to create your own authentic Hudson Valley Style, you will be ready to start decorating your home.

To get started, consider these tips: Choose warmer colors: Springtime brings warm weather and sunny skies so when decorating your home for spring, try choosing warmer tones like yellows or golds. Brighten up with whites: Since spring weather can sometimes be unpredictable (and rainy), using lighter shades like white will help brighten up any room without making it seem dark or depressing if a storm comes through. Be sure to add pops of bolder colors: Adding pops of bolder colors like green or blue helps make any space more exciting while still keeping within a natural aesthetic perfect for springtime in New York State.

THE ALLURE OF TEXTURES

It's easy to fall in love with textures like wood, slate, bamboo, and stone—which is why you see them used so often in home decor. But it's important to avoid pushing too many textures into a space. For example, if you love wicker furniture but also want to add some leather accents, you might need to reevaluate your goals. Try using one or



two different textures in your living room; combining three makes things look a little busy. The same rule applies when adding artwork and patterned rugs—while both can add some visual interest and energy to a room, trying to use too many patterns (especially more than two) will just give your eyes nowhere to rest.

WHAT TYPE OF STYLE ARE YOU?

Some style experts will tell you that one style is best; that there's only one type of person who should live in a specific-style home. These experts are wrong. What works for some people won't work for others, and what works in California might not work in New York, even if both places have a modern rustic feel. Instead of looking at your home and saying "That isn't authentic!" try to look at it from different angles: Is it comfortable? Does it reflect my personality? Does it fit my lifestyle? You may find yourself gravitating toward a certain style—and that's okay. It doesn't mean you need to go out and buy a whole new wardrobe or completely redecorate your living room.



NEW LIFE, NEW ACCESSORIES

It's no secret that spring is a time of change. But before you start thinking about your spring wardrobe, be sure to consider how your home could benefit from some spring home decor and interior design updates. New accessories can put a fresh spin on your living space as new life is injected into every corner. And don't forget: spring is also a great time to add a pop of color! Check out colorful Nature Wall Art in Hudson Valley Style Magazine's Shop.

TAKING IT ONE ROOM AT A TIME

If you have a large home, remember that spring isn't about trying to decorate your entire house all at once. Focus on one room, or even one piece of furniture (it can be as small as your coffee table). Make sure you make it personal by using items that mean something to you—family photos and special pieces of art are perfect examples. Mix them with colorful nature photo prints on canvas from Duncan Avenue Studios >> and you'll have created a beautiful space in no time!



ARE YOU PLANNING TO MOVE TO ONE OF HUDSON VALLEY'S BEAUTIFUL TOWNS?

It's Spring in The Hudson Valley, which means the real estate market is heating up. If you need help financing your home purchase in the Hudson Valley area, feel free to call me directly at 914-755-3942 to get your process started.





HUDSON VALLEY STYLE LIVING WITH LISA FERRARA

A warm, rustic interior of a cabin. The walls are made of light-colored wood, and the ceiling features exposed wooden beams. A large, dark stone fireplace with a wood-burning stove is the focal point, with a fire burning inside. A dark blue sectional sofa is positioned in front of the fireplace. To the right, a window with a wooden frame looks out onto a snowy landscape. A white door is visible in the background. The overall atmosphere is cozy and inviting.

#AIRBNBEXPERIENCE

[PORT JERVIS, NY]

DISCOVER THE HAWKS NEST CABIN IN PORT JERVIS, NY

Welcome to The Hawks Nest Cabin - a contemporary 1155 sqft. cabin nestled above The Delaware River just 2 minutes past the iconic Hawks Nest Highway. With breathtaking views from the 20+ windows, a hot tub, a fire pit, river access, and a comfy living space, this charming cabin is the perfect private getaway for a couple, family, or a group of friends. You can book the Hawks Nest Cabin on Airbnb or learn more at hudsonvalley.style

TOP AIRBNB LISTINGS IN HUDSON VALLEY & CATSKILLS



#AIRBNBEXPERIENCE

[PORT JERVIS, NY]

THE
CATSKILLS

N
W E
S

The Catskills
IN LIFE AND THE MOUNTAINS
WE LOVE THE PLACES
WE'VE BEEN AND THE
MEMORIES WE'VE MADE
Along the way

I LEARN MORE ABOUT THIS & OTHER
AIRBNB EXPERIENCES
AT **HUDSONVALLEYSTYLE**

18 HUDSON VALLEY **STYLE**

PHOTOGRAPHY BY MAXWELL ALEXANDER // ALLUVION MEDIA



A short dirt road will lead you to this natural knotty pine Catskill haven. The home is furnished with 2 queen beds and a full-size sleeper sofa, all within an open concept loft. The optimal amount of guests is 2-4 (a sleeper sofa is always an option for lucky numbers 5 & 6). A workstation/reading nook & smart TV are located in the loft as well.



On the main floor, you'll find a fully equipped kitchen for your cooking pleasures, a dining table for six, a chic living room with a cozy wood-burning fireplace, and a bathroom.



XIOMARA MARRERO SHARES TOP 5 WAYS TO INCREASE THE VALUE OF YOUR AIRBNB LISTING

// PRESENTED BY ALLUVION VACATIONS

If you're like most Airbnb hosts, you probably value your privacy and don't enjoy the idea of handing over control of your home to guests. But you might not realize how much money this can cost you in lost income. To maximize the value of your Airbnb listing, here are five tips to maximize the value of your Airbnb listing while still enjoying your own space and privacy during your guest's stay!



1) PROFESSIONAL AIRBNB PHOTOGRAPHY

Professional vacation rental photography sets you apart from other Airbnb hosts. If potential guests can't see themselves living in your home, they probably won't rent it. To make sure your place looks its best online, enlist a professional photographer for a few hours at most. Then, use high-quality photos to showcase your space—and potential guests will be drooling over your Airbnb listing. Be aware that Airbnb does have some requirements regarding pictures; you'll want to review their guidelines before taking any snaps yourself, or better yet – find a professional company that can deliver great results. Check out alluvionmedia.com and review their portfolio of the best Airbnbs in the Hudson Valley and Catskills.

2) SEASONAL DECOR AND NATURE WALL ART

If you have a home for rent on Airbnb, then you may want to consider adding some touches of decoration that are seasonally appropriate. Photos and nature canvas photo prints on an otherwise-empty wall can be just enough to make your listing stand out without being overwhelming or tacky. If you want to add more decor items, but also don't want them to become a distraction, be sure they flow with your general aesthetic. For example, if you have a rustic cabin feel in your Airbnb listing, it might not be wise to place a modern sculpture in front of it. Instead, opt for something like a fine art nature photo print that depicts a closeup of natural elements like pinecones and twigs. Or if you live near any bodies of water, try hanging up some seashells as décor—they're both pretty and functional!

3) SHARE ACCURATE INFORMATION

First and foremost, be sure that you're giving guests an accurate description. Include dimensions for each room, bathroom, and more.



Also, make sure that your listing is a place where people want to stay. Use professional photography (with images from multiple angles) so that it attracts the attention of prospective guests. And, finally, spend time optimizing your Airbnb listing; search engine optimization is important in helping increase your home's value while booking rates.

4) MAKE IT BETTER

ALLUVION VACATIONS offers an Airbnb Optimization Service for \$500 that allows

hosts to get a consultation from a professional interior designer, licensed real estate broker, and Hudson Valley's best hospitality experts—services that can increase your bookings by more than 20 percent. If you're a little strapped for cash, host on off-peak days and weekends to decrease fees; remove personal items; maximize natural light; take high-quality photos and videos; use a calendar tool like Hola!

5) OPTIMIZE EVERYTHING

When it comes to setting up your Airbnb listing, don't leave anything to chance. Get a professional Airbnb photographer who knows how to properly light and shoot spaces (as well as how to retouch photos). Make sure that each image you use is clean, clear, and conveys a sense of space. Take lots of photos—and if possible, make use of videos. Additionally, start working

with a professional and licensed vacation rental manager like myself, so that they can help you optimize pricing and hospitality experience in order to maximize your vacation rental income. ALLUVION Vacations (Poughkeepsie, NY) is the first and only Hudson Valley Vacation Rental Management Company that provides property management services by licensed real estate property managers, so reach out to us at vacations@thealluvion.com or 845-518-2750 and elevate your Airbnb guest experience and income potential to the next level!



Sara Golden

SARAGOLDEN.COM

[KITCHEN DESIGN TRENDS]

DESIGN YOUR KITCHEN LIKE A MILLENNIAL

by Maxwell Alexander



[KITCHEN DESIGN TRENDS]

Ah, Millennials, it warms my heart writing about Us – the most consciously awakened generation humans produced so far. We literally design the world around us in sync with Nature and the Universe. So what does it mean to design a kitchen like a Millennial?

KITCHEN IS THE NEW LIVING ROOM

Millennials are awakening to the wisdom of the Cosmic Intelligence and taking into account the experience of the previous generations, they realize that anything related to food is crucial to our existence, not only because of the physical nourishment and wellbeing but also as a spiritual connection with our innate nature and other human beings. Sitting around a fire pit while preparing and sharing food, socializing, creating stories and memories is where life happened for our ancestors who were a lot closely connected to Nature. Millennials spend a great deal of their time not only socializing, but also working in coffee shops recreating the ancient environment and conditions where humans operate most efficiently while feeling their best. Now that Millennials are finally ready to build their own nests, and knowing that they will spend most of their time with the family cooking organic meals and socializing in the fully equipped kitchen, they bring the coffee shop concept with them. Walls are crumbling, dining rooms are being torn down – Millennials are hard at work making the open floor plan a reality.



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What you won't find in the Millennial's kitchen/living/dining space is a TV. Fortunately, Millennials hadn't had a chance to get hooked on the whole "cable" idea, whatever entertainment they need to get is at everyone's fingertips, so there is no reason to cover all the beautiful natural concrete/stucco walls with obnoxious plastic panels. In the meantime, a chalkboard is a great alternative to digital overload, so why not make an entire wall as a billboard for family-wide announcements, recipe display or a point of creative collaboration!

MILLENNIALS ARE BACK TO BASICS WHEN IT COMES TO CHOOSING INTERIOR MATERIALS

Whew! The era of plastics is officially over! Thank you, but no thank you, Babyboomers! We are back to basics and embracing wood, steel, concrete, and natural stone. Walls, floors, furniture, and appliances are things we touch and in the air, we breathe, so why should it emit toxic fumes in the space where we spend most of our time? Plus, the use of sustainable materials like wood proactively protects the climate and serves as a repository of carbon emissions. Millennials are ditching their mom's plastic countertops and replacing them with simple, environmentally-friendly and cost-efficient concrete or quartz counters.

[KITCHEN DESIGN TRENDS]

INDUSTRIAL AUTHENTIC RUSTIC

CLASSY INDUSTRIAL LOOK, MODERN RUSTIC STYLE

Modern Rustic, Industrial Style is hot, especially with Millennials who appreciate reusing and recycling while staying classy and sophisticated. If you squint your eyes in Millennial's kitchen, you'll see a lot of grey-ish, brown-ish, black-ish and whitish colors reflecting in natural light. Remember the caves we lived in generations ago? I bet you'd see the same picture if you squint your eyes in one of those. Industrial shelving solutions are so in and you still got a chance to find a great deal at a nearby scrap metal place or a flea market. Hit garage sales this weekend for unique and environmentally conscious furniture. Dig into your grandma's attic for one of a kind decor for your Millennials-inspired kitchen.

FENG SHUI, YING YANG, BALANCE...

Wellness is about balance and Millennials take both very seriously. Whether you are a fan of centuries-old feng shui traditions, understand why Ying can't survive without Yang, or just following a common sense and balanced approach, you'd know that too much of good could be just as bad. Balance is the key, especially in kitchen design. Space should flow naturally, with enough square footage to breathe. Entrance to the kitchen should be either wide or cleared of any obstructions. Having storage in the kitchen is essential, however, try to hide unappealing items in cabinets below eye level and balance shelving with clear wall space ("white space" in layout design). If you use feng shui practice to decorate your home, you know the power of plants. Plants attract good energy. They also absorb negative energy and distractions. Surround yourself, neatly, with large smooth-leaved plants in earthenware pots. The plants and pottery represent the mountains and create supportive energy. Two good plant choices are the golden pothos and areca palm.

SCIENTIFICALLY JUSTIFIED & CULTURALLY EMBRACED SMART LIGHTING DESIGN

Lighting is a crucial element in interior design and if you are spending most of your time in your kitchen/living/dining/socializing space, you should know the facts. Lighting is like a lens that reveals the reality around us, and if the lens has an incorrect prescription, it will sure to give you a headache and affect your health negatively. Millennials are the smartest generation in the history of human civilization, they dictate the new lighting design trends:

An abundance of natural light is the best way to go. Our bodies are designed to thrive in the natural light, so it's important to welcome it inside the kitchen space.

LED Edison bulbs use a lot less energy and generate warmer light frequencies that create a cozy and stress-free ambiance.

Oversized industrial light fixtures are trendy and great at preventing the artificial light sources shine directly into your eyes and guide the light rays where they are needed.

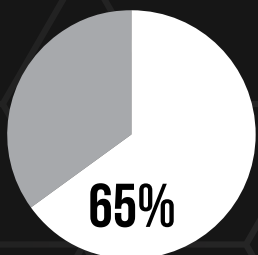
WHO IS YOUR BUYER?

[MILLENNIALS]

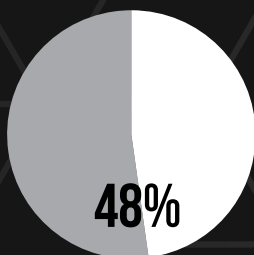


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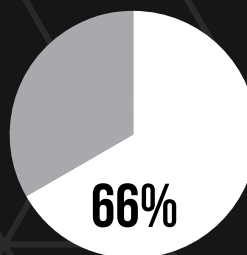
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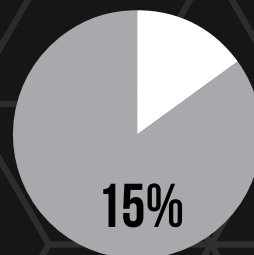
FIRST-TIME
HOME BUYERS



HAVE
CHILDREN



MARRIED
COUPLES



UNMARRIED
COUPLES



[OF ALL HOMEBUYERS]

GENERATION X

38 - 52
Y/O

\$104,700

[MEDIAN INCOME]



MOST LIKELY TO BE MARRIED
& MOST LIKELY TO HAVE CHILDREN

[MOST RACIALLY
& ETHNICALLY DIVERSE]

26%

IDENTIFYING THEY ARE A RACE OTHER THAN
WHITE/CAUCASIAN



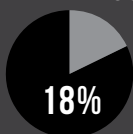
BUY THE
LARGEST
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PURCHASE
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HIGHEST
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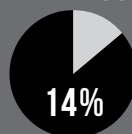
[YOUNGER BABY BOOMERS]

53-62 Y/O



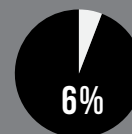
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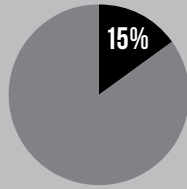
63-71 Y/O



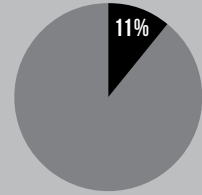
[THE SILENT GENERATION]

72-92 Y/O





15% OF ALL BUYERS PURCHASED
NEW CONSTRUCTION



11% OF MILLENNIALS PURCHASED
NEW CONSTRUCTION

MOST IMPORTANT
ENVIRONMENTAL FEATURES:

**HEATING
& COOLING
COSTS**

85%

PURCHASED
PREVIOUSLY
OWNED
HOMES

[MILLENNIALS: 89%]

TYPICAL HOME
RECENTLY PURCHASED

1,870 SQ.FT.
3 BDRM.
2 BATH.



90%



“

90% OF BUYERS UNDER AGE OF 62
CONSIDER **PHOTOGRAPHY** AS THE MOST IMPORTANT
FEATURE WHEN SEARCHING ONLINE

”

DATA SOURCE: 2018 HOME BUYER AND SELLER GENERATIONAL TRENDS REPORT BY THE NATIONAL ASSOCIATION OF REALTORS®

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REAL ESTATE INNOVATION COMPANY

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ASK US ABOUT **COMPLIMENTARY** ALL-INCLUSIVE
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[PRESENTED BY ALMAXREALTY.COM]



[INTERIOR DESIGN TRENDS]

2022 INTERIOR DESIGN TREND: BARN DOORS

Barn doors are no longer an outdoor feature, but a stylish yet rustic Hudson Valley Style interior design trend. Known for their functionality and space-saving features, they are in high demand among ToughConstruct clients in Hudson Valley's Cornwall on Hudson, New Windsor, Newburgh, Wallkill, Goshen, Pine Bush, and Beacon areas. With the help of ToughConstruct (2018 Hudson Valley Style, Design & Sustainability Awards Winner), discover why adding a barn door is an ideal home improvement project that will bring modern rustic style into your home.

**BARN DOORS ARE
A PERFECT ELEMENT TO CONNECT ROOMS WITHIN
AN OPEN FLOORPLAN**

As open floor plans gain popularity among homeowners in the greater Hudson Valley region, interior doors are evolving as well. Barn doors are one of the most efficient yet trendy approaches to connect adjacent rooms into one open floorplan space.

"The organic modern rustic look of custom barn doors adds warmth and cozy feeling into an interior," says Designer Maxwell Alexander of Duncan Avenue Design Studio. "The space-saving flexibility of a barn door is an important function of adjusting and controlling interior environment to one's liking." Conventional hinge-mounted doors are out of fashion and take 2 times more space than a barn door that slides on a rolling track.



BARN DOORS ARE A PERFECT CONVERSATION PIECE

Interior doors are not just art hanging on the wall, but also serves an important function, they also can showcase a homeowner's style and personality. Barn



doors are a perfect conversation piece when entertaining family and friends. If your home is lacking a statement piece that inspires creativity and sparks conversation, contact ToughConstruct today to get a free quote for a custom-built barn door that will perfectly fit your space. Take a look at brand door examples of ToughConstruct's previous clients.

CUSTOM BARN DOORS ARE TRENDY YET CLASSY

Just like a piece of clothing, home decor often goes out of style, however, barn doors have been around for centuries and are an essential part of the Authentic Hudson Valley Style. Many Hudson Valley homeowners go with a modern, sophisticated look, rustic wood look or with a chalkboard barn door that adds another layer of functionality in the kitchen or a kid's room.

Adding a custom-built barn door in your Hudson Valley home could dramatically improve interior design of a space, not only from a visual perspective but also from a functional perspective. Imagine adding a few more square feet of space that doesn't have to overlap with a door rotating on hinges? High-quality, custom-built brand doors by Hudson Valley's best contractor will refresh your interiors and make you ready to meet one of the most beautiful seasons in the Hudson Valley!

// COVER STORY

JESSICA MOJICA

[ELEVEN REAL ESTATE]

//MAKING DEALS IN HEELS



Maxwell Alexander: *Hi, Jessica! Congrats on your photoshoot! It was such an amazing experience and I felt all this creative energy during the entire process! You are a natural beauty and it shows in your photographs. So what's your story? How did you end up in the Hudson Valley?*

Jessica Mojica: Thanks, Maxwell. Yes, it was a lot of fun! I moved to the Hudson Valley when I was 4, and grew up here. Always having been very competitive and driven, I played soccer and ran track. After I graduated high school I moved to south Florida and never imagined looking back. When I started my career in real estate, about 15yrs ago, I worked mainly with investors which led to heavy buyers agent activity in bank-owned properties, or REOs, which ultimately led me to the listing side of those properties for major banks. Once the REO market in Florida started leveling out I moved to Long Island where I met an investor who happened to mention Poughkeepsie as a place of interest and it was like, "Wow, I hadn't heard that name in a while". Eventually, my interest in returning to the Hudson Valley grew and I started doing real estate acquisitions, and construction management here in the Mid Hudson region which led me to open 845 Property Management INC. and recently its' sister company Eleven Real Estate Group.

Maxwell Alexander: *Wow, that's a truly cool story! I guess time does run around in circles :) Now that you've been in and out of the area, what is your personal definition of Hudson Valley Style?*

JESSICA MOJICA: MAKING DEALS IN HEELS // SPRING 2022 COVER STORY

Jessica Mojica: Hudson Valley style to me is kind of like vanilla ice cream with rainbow sprinkles on top. It's a comforting place that feels like home, with all the charm of small-town/suburban living plus the added "sprinkles" of eclectic, New York City style. If ever there was a place to be called "the best of both worlds", I'd say it's the Hudson Valley.

Jessica Mojica: My workstyle can be summed up by my pseudonym "making deals in heels". That name was actually given to me many years ago as a successful young woman in business who was always running around in South Florida, doing real estate, in high heels! Someone randomly shouted "There goes Deals in Heels" and I loved it, it stuck. I've since hosted many

womans' networking and empowerment events in tune with my "Making Deals in Heels" personal brand. I've been fortunate enough to be able to give back to my community by supporting woman's shelters, and other organizations, donating business attire, and shoes (high heels of course), and even helping write resumes. I'm extremely grateful to use my platform and personal brand to help other women also feel empowered.

Maxwell Alexander: *This spring is the first post-pandemic spring when we are getting to some sort of normalcy. What is your strategy on how to seize the business opportunities and current trends coming along?*

Jessica Mojica: Fortunately enough I never really stopped doing business during the pandemic and while many were sadly closing their doors I was expanded rapidly, but it was definitely more difficult than expected. Finding new spaces,

building materials and just navigating the new post-pandemic reality has been challenging. I'm the type of person who thrives in chaos so I



Maxwell Alexander: *Please tell us a bit more about style and work, or shall we call it the workstyle?*

believe that's what pushed me through the pandemic smoothly. In general, the era of traditional real estate marketing and sales has passed and the pandemic accelerated the shift tremendously. Social media has been a huge part of this change. We've hired a social media manager who is on top of digital trends and we are confidently embracing the new ways of doing business. We also started offering virtual tours during the pandemic and that has become a client preference that has carried over to post-pandemic.

Maxwell Alexander:
Tell us more about your team?

Jessica Mojica: I am so lucky to work with an incredible group of women. They really inspire me to be the best mentor possible. I am so proud to be in a position where I can be a part of their milestones in business from passing a real estate exam to completing the first closing. I am fortunate that they believe in me as much as I believe in them and we are off to a very strong start as one of only a few boutique brokerages in the Hudson Valley. I can confidently say that all of my agents fully represent everything that Eleven Real Estate stands for. We strive to provide a next-level, elite, real estate experience.

Eleven Real Estate Group is a growing real estate brokerage with a focus on a higher level of service than its competitors. I think that the old school model of real estate sales we see in many of these big-box brokerages is just not relevant anymore. We believe that our bespoke approach is the most effective in today's market and has already proven to show amazing results for us and our clients.

in all of my business enterprises and they love hearing about all the new things going on in the office. While I might work long hours sometimes,

we are still able to take several trips together throughout the year and I make sure to have quality, uninterrupted, time with them.

Maxwell Alexander:
Well, spectacular indeed! Thank you so much for the opportunity to shed the light on your truly inspiring story and we are looking forward to catching up with you very soon and updating our readers on all the developments on all fronts :)

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A HIGHER LEVEL
OF SERVICE
THAN ITS
COMPETITORS”**



Maxwell Alexander: Impressive! On a personal note, how did you manage to make all this happen? I mean balancing your business success and the family.

Jessica Mojica: It's been a lot of work on all fronts. I am a single mother of 2 amazing young boys, Jake and Leo. They're very much interested

**“ WE ARE
CONFIDENTLY
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JESSICA MOJICA: MAKING DEALS IN HEELS
// SPRING 2022 COVER STORY

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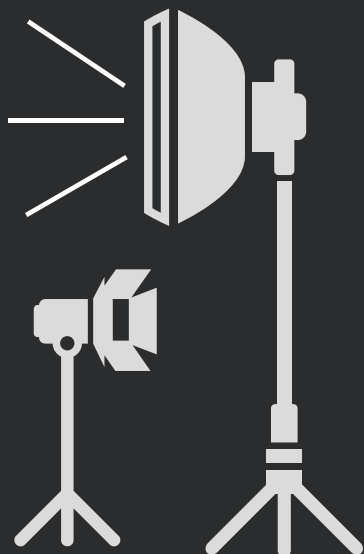
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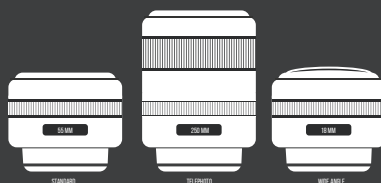
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O'CONNELL'S SUMMER RESIDENCE

*Photo Story and Interview
by Maxwell Alexander*



Myles and Desiree O'Connell

Brooklynites Myles and Desiree O'Connell were frequent visitors to the Catskills and the Hudson Valley, up until they bumped into each other on a hike near Woodstock. Soon after, Myles proposed to Desiree on the top of the Panther Mountain in Shandaken. It was a matter of time for them to start thinking about putting their roots down (even just for the Summer season as it usually goes.)

"Of all of the fantastic small towns in the Catskills, we fell in love with Woodstock. Every time we went on a hike, we always drove through the village to shop the windows and have a late lunch before driving home." - explained Myles. "When the property became available, I think we both jumped on the opportunity. We loved that it was located directly in the middle of the village, walking distance to all of the boutiques, and great restaurants."

From our own experience renovating 200-year-old properties, we know that when something like this happens, it has to be a match made in heaven, and I am referring to both personal chemistry as a couple and connection with a house as well. This house got really lucky, just take a look at one of the "Before" shots. At the same time, it makes me really proud to see Millennials like Myles and Desiree being able to recognize an opportunity behind those thick layers of borderline-psychedelic paint. It really does takes guts to get into something like this one!



WOODSTOCK, NY

[HUDSON VALLEY STYLE LIVING]



And yes, it worked out amazing, all in the authentic, modern yet rustic Hudson Valley Style. I knew how a 200-y/o craftsman or a gingerbread type of a home might look like on the inside, so it was almost a magical experience when I first walked in and saw the space. It felt very open, airy and yet so appropriate and somehow "this is how it should've been in the first place". Beautiful rustic beams on the ceiling, wood+brick columns, cozy and perfectly refinished hardwood floors, sophisticated furniture and decor, glass, metal, and warm+dynamic Edison lights make this home a Modern Rustic epiphany that should be on everyone's bucket list. Lucky you, the property is on Airbnb when Desire and Myles are out of town, so there is an opportunity to experience it.

"It was important to us that the kitchen was connected to both the dining and living rooms - and that both had large windows the patio. We also completely gut renovated the kitchen and added a new sink and shower to the bathroom, and decided to open up the ceiling to expose the original beams in the living

room. It not only added a ton of character and warmth to the house but also it created additional space. Donna LeMoine from Atlas Home Construction did a fantastic job on the build out."

"We also completely leveled the backyard, planted trees, perennials, and seasonal flowers, as well as a new patio, walkway, and bocce court. Bill Stack from Mountain Gardens Landscaping had a real vision for the yard."



This is a great example of how ideas of environmentally responsible design could be so relevant and stylish at the same time. New construction homes, after all, are not on the trendy list of the new generation of homebuyers, and especially in the Hudson Valley, projects like this one lead the way to a more sustainable future.





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HOW TO MAKE YOUR VACATION RENTAL STAND OUT FROM THE REST

What makes your Catskills Airbnb rental or Hudson Valley vacation rental different from the rest? Is it the spectacular views? The unique layout and decor? The proximity to some of the area's best restaurants, shops, and attractions? If you can focus on making your home the best it can be, you'll put yourself ahead of your competition in no time. In this guide, we'll help you learn how to make your Catskills Airbnb rental or Hudson Valley vacation rental stand out from the rest by making it feel like home!

// USE COLORFUL THROW PILLOWS

The best way to bring color into your space is with throw pillows. A brightly colored pillow on a neutral couch makes a statement that you have a quirky and fun personality without overpowering your living room decor. This is also especially important for vacation rentals, as it helps you stand out from all of your competitors. The easier it is for people to find you and remember you, the more likely they are to book! Making every booking count in a competitive marketplace like ours takes some extra effort on our part, but being memorable doesn't mean being loud; think subtlety and nuance instead. That's where throw pillows come in handy!

// ADD NATURAL ELEMENTS

If you're on a budget, but still want to bring in some natural elements, try finding nature photography prints on canvas. You can place these photos and prints around your space for an aesthetic that won't break your bank.

[HOSPITALITY STYLE]

For a stunning visual effect without breaking out of your decorating budget, opt for textured greenery like ferns and plants, which give any space an updated chic look. If you're going all-in on a modern rustic design, try incorporating modern light fixtures with exposed bulbs. While they may not be practical in every room of your home—such as a dining room—modern light fixtures are perfect for spaces like kitchens and living rooms where ambient lighting is more important than task lighting.

// LET IN NATURAL LIGHT



The light streaming in through your kitchen/bedroom window is a luxury that most vacationers and renters don't have, but you can make your rental stand out by bringing it inside and highlighting it with professional Airbnb

photography. Whether you have simple window treatments or full-on French doors that open onto a deck, take close-up photos of them. The more natural light you let into your Airbnb listing photos, the more natural—and inviting—your listing will feel to a potential guest.

// BRIGHTEN UP THE PLACE WITH QUIRKY WALL HANGINGS

A wall tapestry, unusual piece of art, or quirky decoration can make a room pop. With an eye toward visual interest and detail, you can make your vacation rental's entryway, bathroom,

bedroom—or any other room you want—pop with minimal investment. Bring some personality into your home: It will attract renters! And who doesn't love quirky? Check out fine art nature photography prints on canvas by Maxwell Alexander in our shop.

// ADD GREENERY WITH POTTED PLANTS

Be it as a coffee table centerpiece, tabletop, or simply one of many plants sprinkled throughout your space—some greenery is always a welcome addition to any home decor. Why? Well, beyond adding life and beauty to otherwise lifeless spaces, studies have shown that houseplants can also improve air quality by filtering out pollutants such as formaldehyde and benzene. Not only does that make for healthier living conditions for you and your guests (or long-term tenants), but studies have

also shown that residents who live in areas with lush vegetation tend to suffer less stress than those living in urban environments.

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Even if free radicals have already done a number on your skin by creating fine lines, wrinkles, and brown spots, our vitamin C serum may be able to reduce these signs of aging. While it's not a sunscreen, this serum also helps to neutralize damage caused by the sun's harsh UV rays.

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HUDSON VALLEY'S ELITE REAL ESTATE TEAM

Eleven Real Estate Group INC was founded by entrepreneur Jessica Mojica as a boutique real estate brokerage company with a primary focus on the Hudson Valley Region.

Jessica was born and raised in the Hudson Valley. She grew up with a deep love and appreciation of the area, inspired by its rich history and culture. Her long-term relationship and intimate knowledge of the Hudson Valley and its residential homes and neighborhoods has allowed Eleven Real Estate Group to provide unmatched service to its clients in finding that perfect property.

As Eleven Real Estate Group has evolved, Jessica has instilled her core beliefs, professionalism, and work ethic in her associates who work in a team setting, providing their respective experience and market knowledge to fully accommodate the firm's clients. The result is a brokerage that is truly full-service. Their expertise lies in high-end residential, investment properties, commercial properties, commercial leasing, residential leasing, and business sales.

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AMANDA BUETI // JESSICA MOJICA // DONNA SPINELLA // CHRISTINE BEDNARCZUK

Lake House Project by HUDSON DESIGN
Interior Design by Jarlath Mellett
Photography Courtesy of HUDSON DESIGN

Hudson Valley is home to many world-renown architectural & design marvels and architecture firm HUDSON DESIGN is keeping up with the tradition of creating structures that merge art and architecture with aesthetic acumen. They just unveiled their latest project in Putnam Valley: a modern, minimalist home designed for a picturesque lakefront setting on Lake Oscawana.

In line with authentic Hudson Valley Style, the home is designed in sync with nature and on the inside features open floor plans and floor-to-ceiling structural steel windows that create unobstructed panoramic views of the surrounding landscape.

“CARE WAS GIVEN TO MINIMIZE THE DETAILS, SO THE OBSERVER WOULD BE LESS AWARE OF THE HOME’S ENCLOSURE AND MORE AWARE OF THEIR EXPERIENCE SURROUNDED BY LUSH WOODLANDS. WHAT DETAILS WE DID WANT TO FEATURE, WE CHOSE TO DO SO WITH CRAFTSMANSHIP AND AUTHENTIC MATERIALS,” SAYS JAMES COPELAND, FOUNDER, HUDSON DESIGN.

A cantilevered deck, Garapa hardwood decking and ceiling finish, custom acrylic finish on the fireplace and low-maintenance and fade resistant Englert aluminum panels are just a few design highlights of this 3,000 square-foot home. Use of concrete, wood, steel, and glass as primary building materials proves Hudson Design's commitment to Sustainable Design practices that are not only good for the wellbeing of the home's residents but better for the environment at large. It also boasts a stormwater management system, which prevents direct runoff into the lake, among the eco-conscious features of the residence.

// ESCAPE NEW YORK CITY LIFE IN THIS TRANQUIL HUDSON VALLEY STYLE RETREAT CREATED BY HUDSON DESIGN

[HUDSON VALLEY STYLE ARCHITECTURE]



// FRIENDS IN FASHION

— A CREATIVE COLLABORATION OF MARLA BETH DESIGNS
& ZALTAS GALLERY OF FINE JEWELRY

Zaltas Gallery of Fine Jewelry has been a go-to destination in Mamaroneck, NY for over 27 years. Their Gallery is filled with custom creations of diamonds and gemstones, and designer brands such as Yossi Harari, Anzie, and Michael Bondanza, to name only a few. Always staying ahead of the trends Zaltas Gallery launched their first artist collaborative with Marla Beth Designs, Inc.



Known as Westchester's "happy art" artist, Marla Beth Enowitz, owner and founder of Marla Beth Designs, has been brightening up homes and businesses with her whimsical drips, dots, and marbled large scale canvases. With over 100+ commissions shipped nationwide and large-scale public murals at The Westchester Mall, The Jefferson Valley Mall, The Westchester Children's Museum, and Stamford Palace Theater... Enowitz has been painting the town "neon and glitter"!

From a stay-at-home mom to a 24/7 business owner, Marla Beth Designs was born out of the 2020 pandemic. It all started with a few social media posts "DIY: how to brighten up your space while being stuck at home", which launched a whirlwind of excitement.

Rebecca Zaltas "officially" began her career in the family jewelry business ten years ago. Following in her mother's footsteps, Rebecca has been creating custom jewelry pieces and

working with her family to curate a gallery with a collection of fine jewelry and diamonds.

Marla Beth Enowitz & Rebecca Zaltas' collaboration evolved naturally. Rebecca's daughter Lila was a student in Marla's art class last year and fell in love with Marla's "happy art" and bright colors. Marla always said "there are no mistakes in art" which touched a chord in this little budding artist. Several canvases later, the walls of the Zaltas home were filled with multiple pieces commissioned by Enowitz. Rebecca also

had the unique opportunity to create custom jewelry pieces for Enowitz and her family.

Over the summer, Marla and Rebecca realized how much they enjoyed working together and decided to launch their collaborative collection! From neighbors to friends and now business partners, Enowitz & Zaltas have exciting plans for their future collaboration...



Their 22K Yellow Gold Leaf & Silver Leaf Corset Cuffs and Pendant (manufactured by Evocateur, in Westport, CT) are just the beginning!

Stay tuned as these ladies take the jewelry industry to new heights and Hudson Valley Style Magazine will be sure to check back on their progress very soon!

Visit them at <https://www.zaltasgallery.com/> to learn more

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MORE

THAN NON-STAGED HOMES

BUYERS MOST OFTEN

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OF A STAGED HOME

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SELLERS
SPEND



LESS THAN

1%

FOR STAGING SERVICES

..... to get a

1000%

RETURN ON INVESTMENT

HOME STAGING
CAN BOOST
PERCEIVED VALUE
OF A HOME BY

20%

95%

OF BUYER'S AGENTS
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HOME STAGING
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A woman with curly, light brown hair and a wide-brimmed brown hat is smiling while styling a client's hair. She is wearing a white t-shirt and black suspenders. She is using a black hairbrush to style the client's long, light brown hair. The client's hair is partially covered with a white hairnet. The background is a bright, out-of-focus indoor setting with a large circular light fixture visible on the right.

[HAIR STYLE]

EXCLUSIVE
INTERVIEW
WITH
HUDSON
VALLEY
HAIRSTYLIST
**BRITTANY
PERRY**

// INTERVIEW AND PHOTOGRAPHY
BY MAXWELL ALEXANDER

Just recently, we've had an opportunity to have an amazing photoshoot and interview with Brittany Pery, owner of the Live Free & Dye Salon in Poughkeepsie, NY. Check out the interview below and stay tuned for more in our Spring 2022 Print Issue to be published at the beginning of May.

Maxwell: Let's get right to it, Brittany, while you are doing the highlights magic here on our favorite Fitness Trainer Whitney Sterling, tell us a bit where all this creativity comes from?

Brittany: Thanks for hanging out with us today! I am a mother of two and as you probably noticed, soon to be three! I've been in the industry for sixteen years now, it's what keeps me sane. Growing up around the salon life was inevitable - both my mom and aunt were hairstylists too, so I guess you could say "it's in my blood" to be a stylist.

Maxwell: Yeah, your talent speaks for itself and I definitely see that on top of it you've got to practice your skills for quite a few years. Tell us more!

Brittany: Six years ago I moved to the beautiful Hudson Valley with a dream. I am from farther upstate (Brookfield, NY) and although I love my hometown and where I grew up, I knew it wasn't where I belonged. Because my husband grew up in Highland, NY, we decided that Highland would be the right place for us to raise our 2 children, Louis and Alice. After a 10-year career upstate, I had to start from scratch in the Hudson Valley area since all of my clients were out of reach. In the first salon where I worked, I was basically working for free, and I knew that wasn't sustainable.

Then I received a referral from a family member to work at a salon in Milton, NY and spent five years there. While it was great, I met a lot of people and built up a clientele, but I knew I needed more, I needed my own salon. This was my dream and now I have an opportunity to work on it.

Especially as a mother of two small children, I needed more flexibility. I wanted to be able to do things in my own way. The hair industry can be challenging. There are no proper lunch breaks, everything has a time limit, and you're on your

feet all day long. Hours can be long and you are in high demand, and a lot can be expected if you are in an unrealistic timeframe. I wanted to change that. I wanted to be able to take on as many clients as I liked during the day. I wanted to be able to take a lunch break. Having the ability to control what kind of appointments I did was important to me. I loved the work I was doing and I wanted to stay in love with it. As a



result, I wanted to be able to bring my children to work in case of a snow day or day off from school and I did not have a babysitter. As a stylist, I wanted to work at a salon where others could do the same and earn the money they deserve.

My next step was to find a space for Live Free & Dye Salon. The universe told me to take my time, don't rush. Because of my spontaneity, I often take action before thinking things through. It's both a blessing and a curse. Then, thankfully, it didn't work out and I took my time because the next thing I knew the world had shut down and we were in quarantine dealing with the chaos of Covid. I had this time to save money, do research, organize myself, and make sure I was ready for the responsibility of owning a business, which for the record I don't think you're ever ready for but we'll just say more prepared. Even though I didn't have a space, I knew I had to find something and make it happen.

One day, Assunta (owner of Derma Laser Center) called me to arrange a virtual happy hour because she needed to talk to me. As we talked, she asked me if I was looking for a space. During the closure, the previous owner of the suite, where she had her business, decided to leave and she was going to take over the lease, so she asked me if I wanted to come in and open a salon, and just like that everything fell into place

and I was able to make my dream come true.

With very little money in my bank account, I had to get creative in setting it up. My goal was to keep it simple and minimalist. Simple but cute. My goal was to make it feel like home: cozy and relaxing. Salons can be overwhelming and very in your face, and I did not want that. My contractor, Cos, was very patient with me and my vision and did such an amazing job at setting everything up for me exactly how I envisioned it. He even handmade my front desk, because I wanted to make sure everything was one of a kind. Oh, and he had only 3 weeks to work so I could open on the date I wanted. And on August 17th, 2020 I opened the Live Free & Dye Salon!

Maxwell: Wow, that's intense! Indeed, this pandemic has broken so many dreams for a lot of people, and at the same time gave us time to rethink our lives

and get back to it with even more passion and commitment. You are the true testament of that!

Brittany: Yes! We're getting close to our 2nd year anniversary, I'm expecting my 3rd child, we were finalists for The Best of the Hudson Valley and I couldn't be more proud of this beautiful salon I have created and can't wait to see how we grow in the future.

We've got an amazing team here with 3 great hairstylists who work beside me: Rebecca, Jessica & Enza. Rebecca specializes in extensions, Jessica specializes in bridal styles, and Enza specializes in barber cuts.

I love being able to support other locally owned businesses, especially local women-owned businesses. We do monthly giveaways for our local women-owned businesses in the Hudson Valley and sometimes even sell their merchandise in the salon. You will always see the beautiful work of El Marie Macrame by Lindsey on our walls that are for sale. I like to have pop-up sales and do what I can to support all of the hard-working local businesses around me. Supporting locals is so important!

Maxwell: You're such an inspiration for all of us, Brittany, and we are looking forward to catching up with you soon!

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