



"Ultimately, I focus mainly on interior design, while incorporating my knowledge of architecture, and to this day that knowledge has been a huge tool while working on projects," she adds.

Today, her Miami-based firm has completed projects in over a dozen cities and several international locales.

"I'm a firm believer that spaces should feel timeless, and easily evolve with time. Good design can be seen today, tomorrow, and 20 years from now," she says.

The secret to achieving that enduring, classic space? Less is more, Jimenez says.

"Spaces do not need excessive various elements to make them profound," she explains. "With the right amount of minimalistic details, a design can be made stunningly unique. I believe that when you approach design in a minimal way, the classic elements of the space stand out and combine beautifully with contemporary details — this approach allows spaces to feel timeless, alive, yet warm and fresh."

Jimenez often looks to the past for inspiration, citing fondness for interiors in the 1920s, 1930s and 1940s.

"Just like fashion, we revert back to design from previous eras. I like sourcing books and magazines that show work in those eras and take note of the materials, trends and aesthetics used," she adds.

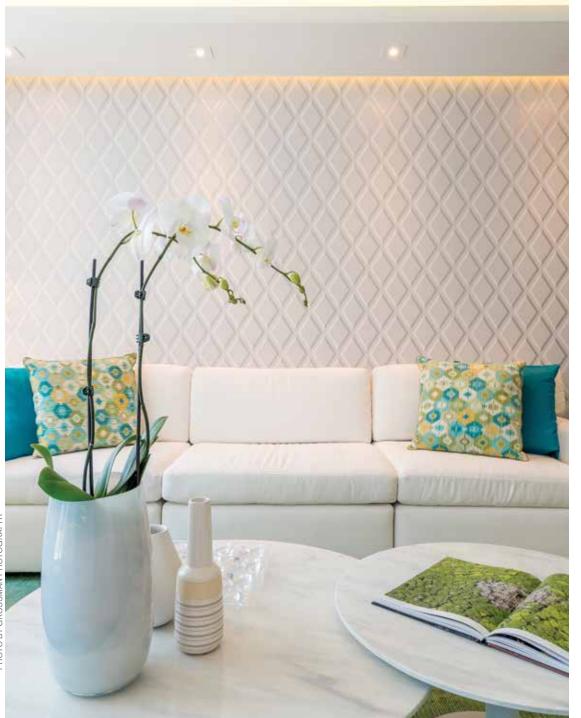
That said, she's not adverse to more modern tools. Pinterest, the online vision board ("We've nicknamed it the rabbit hole," Jimenez says), allows clients to envision the concepts that will define a project.

"[Our clients'] likes and their goals for using their spaces are the first inspirations we draw from. We expand on their ideas, taking them to a whole new level. Concept-development and storytelling are the bases for the aesthetics of every project," she says.

While Jimenez embraces timelessness, she also loves to be bold. Sire Design sets itself apart with bold aesthetics, anything from furniture to color palettes. Black has been a signature color in her work for 10 years — "we know it's here to stay," she says. "We've also been loving taupes, bone tones, seafoam green, and muted grey." She also encourages mixing earthy hues with natural materials, like leather and light wood.

But being bold has come with its fair share of challenges, Jimenez says. Sire was recently selected to design the common spaces for a large multi-functional residence — almost 80 floors of

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construction and 41,000 square feet of outdoor space. Her firm's proposal won the majority vote — but not everyone was a fan.

"It's three towers, plus the outdoor pool area in one of the most prestigious areas of South Beach. This is one of the largest projects we have been a part of," she says. "Some loved our work and others hated it. We dealt with a lot of personalities and understood not everyone would like what we had designed," she said.

Jimenez knows her designs aren't for everyone, but encourages others to embrace the styles they love and not be afraid of standing out.

"Every home needs a conversation starter, something that stands out and generates conversation," she says. "Maybe a piece brought back from travel, a vintage find or a piece that has been passed down from older generations."

As the home becomes an even bigger part of where people spend time, Jimenez sees changes to how they'll choose to fashion their spaces. She predicts a movement away from one-size-fits-all furniture stores in favor of long-lasting pieces that will age well.

"The future of residential design will be focused on spaces that are timeless, comfortable, adaptable, unique and sculptural. Designers will continue to source pieces that have a story to tell. And people will continue looking for unique pieces that are long lasting and can easily be adapted through the evolution of design," she says. **KW**





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