

FRAN KEENAN DESIGN

Fran Keenan deftly blends eclectic pieces with tradition, adding in just enough of a modern touch for personal, inspiring, and current style.



ART: It is hard not to overthink a salon wall, but it never looks right jumbled together on the floor. The common backdrop of the wall color and texture validates each piece and enables them to work together. I also like to think that the client is the common denominator—all chosen by or for that person specifically. One of my favorite parts of working with a client is choosing the art and finding what works.

HOW ABOUT THAT NEW STUDIO?

At times, it can be a beautiful mess! But we are so grateful to have a space where we can be so productive. We love our studio days. We bring in

coffee, turn up the music, light a great candle, and find our decorating mojo. I also think it has been fun for our clients to see how we work and how we pull things together. We do have things for sale, but we are moving targets during the day, so right now we do not have retail hours. I tell people that if you see something you like in the window, just email us.

FAVORITE LINES? Oh wow! Where do I begin? We pull from everywhere. I am partial to antique chests, tables, and most other case goods. I am devoted to so many local antique dealers in the area. For upholstery, I love MCJ

Interiors (205.458.2700), where I can customize the frames and use fabrics specific to each project. I adore all things from Quadrille (NYC, D&D showroom: quadrillefabrics.com), Jasper Collection by Michael Smith (michaelsmithinc.com), and Peter Dunham from Hollywood at Home (hollywoodathome.com). Of course I adore all of the the wonderful, established fabric houses—all found at Birmingham's very own DSR showroom (to the trade).

ACCESSORIES: Simple and strong are my two favorite accessory adjectives. And every accessory needs to try out as if it is fighting for a part in a Broadway production. I love to teach clients how to be fierce editors in their own homes. Things can rotate, but everything doesn't need to be out all of the time or it gets lost in the competition.

FAVORITE COLOR COMBOS? We are currently working on bedrooms for three sisters, and we are having a blast with their off-the-radar color palettes and how they relate to each girl's

“If you buy smart, there will be times when your house feels of-the-moment. As trends come and go, it will still feel stylish yet always distinctive and personal.” —Fran Keenan

personality. Olive green and fuchsia is just one of the combos. I might want to live in that room when we are done.

SPLURGE? SAVE? An antique chest is tough to beat. I believe you really do get what you pay for when it comes to upholstery. If your budget is tight, splurge on your sofa and choose a natural fiber rug. I also have a hard time with cheap lampshades. It doesn't matter what you pay for a lamp—\$5 at the thrift store or over \$2,000—a well-made lamp shade can elevate an entire room.

UTILITARIAN LUXURIES: Beautiful pantries, lavish laundry rooms housing kids' craft corners, and moms' command centers have become priorities. It makes sense because we spend so much time in these spaces. We need a place to hide all the gadgets and gizmos. Stylish, beautifully decorated storage for the aspiring cook, diligent laundress, or organized homemaker is a necessity. I ripped out the powder room in my own house for a walk-in pantry. Having a place for things is the ultimate luxury.

THE CLASSICS: Good bones are your friend. Decorating is too expensive to be trendy. I always enjoy working with antique rugs, especially in newer houses. They bring authenticity to any project. A simple drapery with tailored hardware and simple, small pleats is always timeless.

ARTIST TO WATCH? Birmingham has such a wonderful art culture. Catherine Jones (catherinejonesstudio.com) is my newest art crush. We just commissioned her to do a seven-foot abstract piece that is absolutely exquisite. I also love her graphic silhouettes.

PERSONAL FAVORITE? I have an oval Victorian table that my grandparents purchased. I have been told that it was one of the first pieces they purchased together. I get inspired by mixing curvy pieces such as this table with modern accessories and textiles.

FRAN KEENAN DESIGN

1739 Reese Street, Homewood, AL 35209
(205) 821.8183 • frankeenan.com

IG: [frankeenandesign](https://www.instagram.com/frankeenandesign)

FB: Fran Keenan Design

Emerging Trends? We are hearing that people want their homes to be more personal than ever. It's not just what looks good; things need to have a story. The all-white, tonal house is lovely, but for those that love color, they will never feel finished until they add that colorful layer. **Some people say wallpaper is out of style.** Ha! I didn't get that memo. **And don't be afraid of trying new things such as metallics.** I'm all for using these in subtle ways.