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FLOOR & DÉCOR

The "Tile Fashionista" Makes Dreams of Designer Kitchens Come True. By Renee Foster

Anna Marie Fanelli creates unique interiors at a fraction of the cost.

Anna Marie Fanelli of **Floor & Décor** located in Tenafly, N.J. entered the home fashions industry 12 years ago. Since her entry into the field, she has distinguished herself as an industry leader by designing tile and stone installations for some of N.J.'s most exclusive addresses, including the homes of celebrities such as Eddie Murphy, Damon Dash, Chris Rock, business leader Roger Ailes and countless others. With a special emphasis on the kitchen and bath, Fanelli who co-owns **Floor & Décor** with her husband John Fanelli, has worked on bathrooms where the tile budgets alone exceeded \$100,000 and sees a trend of people spending more on their "nest". Anna Marie was kind enough to share the tile secrets of the rich and famous by demonstrating how you can renovate your humble abode and get the same look without blowing your budget regardless of the size of your space or your wallet!

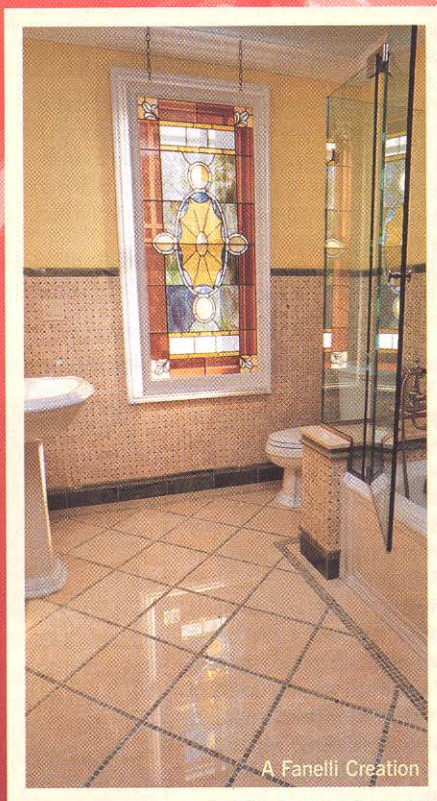
The Fashionista of Tile

Most recently, her work has been showcased on cable's *Fine Living's "Best For Less"*, she edits and publishes *Tile Styles* three times annually in **New York Spaces** (distributed through the *New York Times*) a national home design magazine that illustrates the best of New York area design, and *Bergen Health & Life* a lifestyle publication for the affluent regional market. Currently, she has two speaking engagements as the world class voice for the tile industry at Coverings the largest international stone and tile tradeshow that will take place April 4-7 2006 in Orlando, Florida. One panel is called *"Tile Couture: Discover Your Personal Style"* and the other is *"The Designer's Approach to Creative Tile Design."* Anna Marie Fanelli was also featured in the February/March 2006 issue of *Design NJ* and *New York Spaces* for an indoor pool and kitchen as well as a bathroom makeover.

Fanelli's design concepts approach tile as fashion. "People wear Prada or Gucci and carry Louis Vuitton bags to make a fashion statement to the outside world and now at home they are extending that fashion sensibility to spaces like kitchens, bathrooms, foyers, powder rooms, the study, and pool areas. Today, tile and stone are becoming very tactile fashion statements in the home and not just in the traditional areas. Small budgets and tiny spaces are the perfect places for big doses of creativity," said Anna Marie. "I am known as the "Tile Fashionista" because I focus on the convergence of tile and stone as fashion—backsplashes replace runaways as home fashions take center

stage and the hottest materials are not silk and sequins but tile, stone, glass, slate, limestone and mosaics and much more. I am the "family therapist" of home décor. I listen to your personal wishes and needs for either your kitchen or bath remodel or new construction project while using my creativity and passion for design which is key to making any space unique when working with tile, fixtures, vanities, lighting and much more," stated Anna Marie.

"Working within budget constraints does not mean compromising style—a critical message for all to know! Having the knowledge of utilizing essential materials to complete these spaces empowers my clients to tackle the most daunting tasks of a renovation or new construction project. I am the total source to making your foyer, kitchen, bath, sunroom, wine cellar, pool deck, swimming pool, patio, backsplash, family room, garage and much more become a place of beauty while still on a budget," Anna Marie added. "The key to creating world-class elegance and style with tile and stone is understanding how best to utilize the right mix of materials to achieve the same level of elegance in the most stylish homes," said Fanelli.



A. Fanelli Creation

Helpful home décor tips for first time women homeowners from Anna Marie Fanelli co-owner of Floor & Décor:

1. If you want to update your kitchen on a budget consider the following: change the sink, get a colorful or a textural knob, and change the faucet and the countertop. For a countertop, consider using plywood and add tile as your surface and add a chair rail in front to create detail. It is a cost effective way to have a new countertop and remove that drab Formica. By creating the total space and making it a fashion statement by choosing an exciting paint color for the walls as well as the cabinets. A few changes make a whole new space. This is a simple kitchen remodel that is the heart of every home.

2. The back splash makes a significant statement in the kitchen and you can brighten it up with simple 3x6 white gloss tile and glass mosaics. Since these glass mosaics are now a sheet they are very cost effective in creating detail borders or inserts. The backsplash is a small space where you can express your true personality and not spend much money if you use tile in a creative fashion.

3. Decorative lighting makes all the difference in giving a kitchen or any space a special feeling. There are many lighting manufacturers that offer many styles that are cost effective.

4. For a rustic "Tuscany" styled kitchen replace stone with porcelain. Go for large, rustic porcelain tiles with distressed edges in sizes ranging from 18"x18" to 20"x20" squares or rectangular 16"x24" in an offset pattern. Porcelain is half the cost of stone at \$5 to \$7 per square foot. A big advantage of porcelain is that it is also maintenance free!

5. Go for tumbled stone with accents. Combine tumbled marble with architectural metal 2"x2" inserts to coordinate with satin nickel faucets and sinks or kitchen hardware. Try mixing tumbled stone with hand cast, custom glazed tile inserts or rustic glass? This look is made exciting by adding pattern and color, while saving precious dollars

Visit Floor & Décor on the web at www.flooranddecor.com or www.tilestyletv.com