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DESIGN IN NORTHERN NEW JERSEY

Organically Modern

Fashion industry veteran Allison Handler turns her expert eye and accessible ethos to creating runway-worthy interiors.

After 20 years working in fashion in New York City, designer Allison Handler was ready for a change. Looking homeward both literally and philosophically, she turned her focus to her native Bergen County and to the homes she'd designed for her inner circle over the years, deciding to take a leap of faith.

"I have always been drawn to creating beautiful spaces," says Handler. "When I decided to pivot in my career, I knew it was time to devote myself to interior design professionally and grow my business right here at home."

Officially launched in 2021, Allison Handler Design (AHD) is the manifestation of that pivot, and stands testament to the creative and business acumen Handler has honed over her years in fashion. The firm boasts a client list so rapidly expanding that the designer has added two new team members and has become virtually synonymous with the organic modern aesthetic Handler is known for.

"I love evolving the modern aesthetic to bring in softer, richer textures and organic shapes—warming a neutral palette with pops of color the client is drawn to and softening with natural fabrics that round out their vision," Handler says.

The cornerstone of the firm's success has been Handler's focus on building relationships.

AHD boasts a hand-selected group of trade professionals she's aligned with to execute her vision. Handler explains, "In my experience, the relationships you cultivate are single-handedly the most important tool we have to advocate for our clients. My vendors have become an extension of my business in effect, and I value those relationships fundamentally.

"I'm not a standoffish or stuffy designer," she continues. "I strive to create accessible spaces and provide a great experience for, and with, every client."



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