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Led by founder Candice Adler, interior-design firm **Adler Designs** celebrates 20 years in business with a new showroom, a growing team, and the addition of a concierge consulting service.

THE ART OF

Transformation

BY MATT COSENTINO | PHOTOS BY ALISON DUNLAP

Candice Adler has had quite a year. Not only is she celebrating the 20th anniversary of her thriving interior-design business, Adler Designs Inc., but she also moved the enterprise into a stunning new showroom in Cherry Hill, New Jersey.

Both accomplishments are meaningful to Adler, who built the business out of her basement.

To those who knew Adler as a little girl, it's not all that shocking to see that she has forged a long and rewarding career in interior design. To those who met her as an adult, and have seen firsthand the unwavering commitment she brings to her projects and the service she provides her clients, her success is even less of a surprise.

Adler had already spent five years in the industry when she founded Adler Designs while simultaneously raising two young children. The company has since grown into a full-service interior design, build, and renovation firm staffed by a team of experts. While much has changed over the years, Adler's passion for creating beautiful spaces has been a constant.

"I'm so fortunate—I definitely have hustle and I work really hard, but I love what I do," she says. "It's not always easy and it takes a lot of effort, but at the end when it comes out amazing and my clients are so happy, I love that. Some of them are in tears because it's a dream for them to have a home like this."

Adler and her team are proud to work with projects of all sizes and budgets, ranging from ground-up new construction to one-

room renovations. No matter the job or the client, attention to detail it's baked into Adler's DNA.

"My mother used to tell me that my idea of fun when I was 6 or 7 years old was rearranging my bedroom," she says with a laugh. "I love fashion, I love fabrics, and I love making things pretty yet functional—that's my lane."

Clients often ask Adler about her own personal style preferences. While she's always happy to talk about her favorite subject, she considers her own choices irrelevant.

"I ensure that my clients give me their vision, their dream, their budget, and their timeline, and together we collaborate to bring it to reality," she says. "It's imperative we are all on the same page from beginning to end to create the home they have dreamed about."

At Adler Designs' state-of-the-art showroom at 230 Springdale Road in Cherry Hill, clients can find everything they need for their space, including fabrics, trimwork, window treatments, plumbing, cabinet samples, and more. Adler, who previously worked as a buyer for a furniture company, parlayed her prior experience into becoming a furniture wholesaler as well, with an array of luxurious pieces from key vendors. In addition, her new neighbors include companies that specialize in carpet and flooring, cabinetry, and custom stonework, in case those services are needed.

Adler Designs already had a dedicated team prior to the move—namely, fellow designers Lynn Costello and Briana Worrell—and has since added a fourth designer. Having a quartet of talented designers has enabled the firm to expand with a new service:



Adler's growing design team has enabled the firm to expand with a new service: concierge consulting, wherein any client can call and make an appointment for consultative work and pay on an hourly basis.

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"Some people like to do their own design but they might need guidance," Adler says. "They would never think to call an interior designer because they think it will cost a fortune. With the concierge option, we're providing access to a professional to make sure your room layouts or tile selections or lighting are correct for your project, rather than the entire project being determined by a designer. Each job is as unique as each client's needs. So many people have expressed the need for something like this, and we've answered the call.

"Everybody I've told about this has said, 'What a great idea—nobody does that,'" she continues. "You can even book virtual appointments with us."

At the other end of the spectrum, Adler and her team specialize in ground-up new construction. They are involved in everything from conceptual architectural plans, to electrical, plumbing, and millwork detail, to the last accent placed on the coffee table. Furthermore, each space is designed to be not only aesthetically pleasing but also practical for daily life.

"That comes from experience," she says. "You can have great taste—I won't take that away from anyone—but there is a lot more involved in being a designer than just

knowing what looks good. There's placement, scale, and function, among others, all of which come into play. If you're not experienced, there's going to be problems.

"There's a difference between the experience and importance of knowing what you do not know," she continues. "Mistakes can be very costly in this industry, and it's my job to make sure we guide you along to avoid those mistakes."

Experience has also taught Adler how to deal with the ups and downs that inevitably come with any business. This understanding has helped her overcome adversity, not only in her work but also in her personal life.

"I'm a firm believer that anybody can be great on a great day, but what distinguishes an amazing company from an average one is what you do on the days that are difficult," she says. "To me, I want to work with someone who I can count on, who is going to be fair and honest, and who is going to make it happen in a timely manner. If you commit, you commit; you follow through and you do it.

"I like texture, I like personality, I like clean, and I like you to be able to have your kids run around in [the space] without feeling like you have to chase them," she continues. "Most of all I like to create spaces that look good, and homes that my clients love and are proud to share with their friends and families

for generations—timeless design. There's no reason you can't have it all, in every way. People laugh at me when I say that, but I've been through a lot and I design my life that way, too. It took a little time, a lot of effort, and a huge commitment, but I'm here."

Adler is incredibly grateful to her loyal clients, many of whom have helped her grow the business through word of mouth. Likewise, she says her employees share credit for helping Adler Designs reach the 20-year milestone.

"I'm just happy I made it through, and that I still love it," she says. "The new studio is really pretty, and I have a great team that's like family. We are very, very warm and there is nobody who's more important than anyone else. Obviously, I'm leading this rodeo, but there wouldn't be one to lead without everyone who's here. There's no *I, it's we.*" ■



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