

As Seen In:

FURNITURESTYLE

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THE RETAILER'S CHOICE FOR FASHION, TRENDS AND PRODUCT NEWS ■ www.FurnitureStyle.com

Open Shut | Romy Schafer



Pamela Worley

My company: Pamela Worley LLC, Dallas

My Web site: www.pamelaworley.com

My background: Years ago, I started an interior landscaping and holiday design company. After eight and a half years, I sold it and started doing interior design. Furniture has been part of my business for only about a year.

My materials: I work mainly with iron, but throw in some marble, glass and mirrors, too. Initially, I wanted to work with a lot of different metals—brass, bronze, iron. But my research showed that foundries specialize, so it's hard to find one that works with a mix of materials.

My processes: After making sketches and prototypes, I send blueprints to my manufacturer, a family in Mexico that has devoted its warehouse and manufacturing facility to making my product.

My clientele: High-end specialty stores. I also do a lot of work with designers. My pieces are pretty eclectic, but they still have clean lines. Because of the finishes we use, the pieces are pretty warm.

My inspirations: I love to travel. A lot of my designs are inspired by antiques and the things I see when traveling.

My challenges: Shipping and logistics, especially as an international operation. Dealing with brokers is a challenge. We try to get our packaging correct, so there's as little damage as possible. Also, being cost-effective with the shipping is tough, especially with the gas prices and the surcharges.

What's next: I'd like to design decorative accessory pieces, such as



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What's next: I'd like to design decorative accessory pieces, such as my library candlesticks, and have them placed in a greater variety of stores. There are so many gift stores that don't sell larger pieces.

Three words that describe my products:

Eclectic, unique, warm.

Four words that describe me: Creative, energetic, enthusiastic, entrepreneurial.



Last fall in Dallas, Pamela Worley received the prestigious Design Innovation Creativity and Excellence award for her high-end iron furniture and accessory line, which includes a coffee table, Bird table, Emblem chair, a bar cart and Tulip bed. **CIRCLE 201**

