

# LIGHT AND PATTERNS



**RELAXING:** Miranda Reeder enjoys a cuppa on her patio.



**PICTURES:** SAMANTHA HARTSHORNE **STYLE:** The Reeder's living room with bespoke wallpaper.



**CLASSIC:** Dining and living area with large rugs and modern furniture.



**GORGEOUS:** Reeder has filled her home with beautiful accessories.

## Miranda Reeder's successful décor website showcases her deft decorating style and understanding of her customers' needs

By Samantha Hartshorne

**H**AVING filled South Africa's homes with beautiful accessories and classic interior touches since 2012, Miranda Reeder has a handle on decorating and her home's contemporary classic style reflects this.

"I am aware of the trends but it is important not to be a slave to them," she says.

"A home should be personal to your taste. I do acquire new things every now and again but I don't do a full refurb."

Designed in the early 1990s after the Reeders bought one of the first available plots on the Dainfern estate, the three-bedroom home is filled with light and patterns.

Bespoke wallpapers blend with large rugs and modern furniture. The 470m<sup>2</sup> home is ideally located on the estate, offering convenience for Reeder and access for husband Gabriel and son James, 14, to their favourite sport – golf.

The double storey house has a classic design with a living area downstairs and bedrooms upstairs. What was once a garden atrium was transformed into a glass-enclosed hall that lifts the interiors around it. A formal entertainment room flows on to a raised patio.

"We had a sit-down dinner for 110 people once – with a cigar bar next to the pool and comfy seating on the lawn."

Reeder says although the house is not large, it has everything a family needs.

About four years ago, Reeder swapped the business world for a cosy home office.

As the brains behind successful décor website NetDecor, Reeder has refined the importance of customer care and succeeded in creating a full e-commerce, web-based business that is closely watched by simi-



**COMFORTABLE:** Reeder in the bedroom with one of her dogs.

lar online shops.

Reeder was a chartered accountant and her financial, economics background and project management experience came in handy in turning her hobby into a business.

She left her high-powered job as a chief finance officer and "Miss Fix-it", and the stress of the corporate world to curate décor boards.

Her virtual shop offers the convenience of choosing gorgeous items and having them shipped to your door wherever you are in the world.

"You can buy what the decorators are sourcing – and choose accessories to get a desired look and feel."

Using her creative eye, she set about forming one of South Africa's first on-line shops and now has a number of loyal customers.

"When you work full time, you don't have time to go out and shop, so being able to look at beautiful things from the comfort of your home has proved popular."

In 2014, NetDecor got an international Best of Houzz Customer Satisfaction award. In the same year, Reeder won the International Customer award in a satisfaction survey. She says customer satisfaction is key to NetDecor, offering free

delivery and hassle-free returns. NetDecor also sends out weekly catalogues to its 50 000 subscribers.

The Reeder home showcases a number of favourite NetDecor pieces. Tropics-inspired lamp bases, glass bowls and ornate wooden mirrors dress the space. Reeder boldly plays with colour throughout and a quirky pink hosepipe outside the kitchen is a talking point.

The family room gives pride of place to golf trophies and family portraits. When not on the golf course, the family love to entertain and the kitchen is fitted for both lazy lunches and family dinners. A guest room is stylishly designed with floral-rich fabrics. The main bedroom is spacious and has a well-used pyjama lounge.

As one of the décor disruptors, Reeder is receiving great support for her innovative "shop" and is growing her client base. She'll be travelling to London in September for the 100% Design UK show as part of the Emerging Brand section.

"I lived in London and am aware of the type of thing the ex-pat community likes. I have lovely items like horns and lamps that will appeal to them."