

BOOK LOOK

COVER GIRL

Leading the charge in her unconventional coterie of competitors, Julianne Taylor believes 'a rising tide lifts all boats.'

By Kate Abney

One might not expect the beauty and brains behind ADAC's alluring new Taylor Burke Home showroom to make headlines for a book, but Julianne Taylor has never been one to rest on her laurels—or stay in her lane, for that matter. DesignHER (\$65, Fashion & Decor), released this February, showcases the furniture maven's own delightful writing, a foreward by Atlanta's beloved Parker Kennedy Living proprietors and the personalized tales of 35 fellow female entrepreneurs in the design industry—product developers Taylor has courted



TAKE A PAGE FROM HER BOOK From left: Taylor's tome features the work of the region's top telent; Toylor Burke Home products add punch to a room designed by through her own ceaseless extroversion, altruism and charm. "Anybody who has great taste, I will just waltz up into their showroom and introduce myself," she asserts. Even the notoriously standoffish have proved not immune to Taylor's unconventional networking strategy, which often includes promoting her competition via social media. "I love to see other people shine. I love the success of other people. I love to cheer them on," she says. So when inquiries about publishing a book came rolling in, Taylor was quick to turn the spotlight on them. "I didn't think anyone wanted to see a book of pretty things I made, but I saw an opportunity to help other women to pursue their dreams."

With the complete trust of her subjects, she set out to outline their beginnings, struggles and triumphs in vulnerable, illuminating, sometimes funny writings that reveal tidbits you'd never learn from a website bio—be it a first career in choreography or the challenges and



And while nearly every product line mentioned can be sourced somewhere within the Atlanta retail circuit, we were particularly excited to read the stories of three local business owners: Mandy Kellogg Rye (of the Waiting on Martha blog, e-tailer and pop-up shop), Beth Lacefield (of Lacefield Designs fabrics and soft goods) and ML Littlefield (of high-quality painted furniture-maker Tritter Feefer)—and how they rose above both obstacles and dissenting voices to dominate their respective fields.

"I hope [the book] will give anyone who's thinking of starting their own company, or already has one, that little extra nudge to move forward," says Taylor. "Bottom line: It's a book about women who can inspire us to be our best selves, whatever that may be."

