REGINA ANDREW \_\_\_\_\_ 2019

2ND EDITION ReginaAndrew.com



DETROIT



## BLOOD, SWEAT & TEARS

HIGH POINT SHOWROOM // INTERHALL IH006
REGINAANDREW.COM



## BLOOD SWEATS

#### A TALE OF GRIT & GRACE

he RAD home interior powerhouse was built from the ground up starting in 1998 by Co-Founders, James "Andrew" Slaven and Carla "Regina" Zajac. The couple's distinct, yet complimentary personalities and artistic specialties have forged the brand's unique aesthetic of old meets new, rock meets glam and homegrown meets worldly influence. Their Detroit roots have instilled an intense work ethic and a commitment to nurturing the surrounding community by sourcing local raw materials, implementing green practices and fostering creative talent.

#### CO-FOUNDERS JAMES ANDREW AND CARLA REGINA

Shown left with one of their beloved dogs, Dolly. Andrew and Regina are staunch advocates for animal rights, donating and working with long-time company partner, Last Day Dog Rescue.



# REFINED & RUSTIC

RAD'S TAKE ON MODERN FARMHOUSE

The Modern Farmhouse trend has reached a fever pitch, inspiring Co-Founder Carla Regina to create her own rendition of a farmhouse kitchen in their Detroit design studio.

RAD's interpretation infuses an industrial edge to the inherently casual + utilitarian look.

Natural materials like wood, ceramic and metal typically used in the farmhouse style are given new life when combined with clean lines and a minimalist palette.

### TRENDING BY REGINA ANDREW



**16-1251** Bistro Pendant Medium



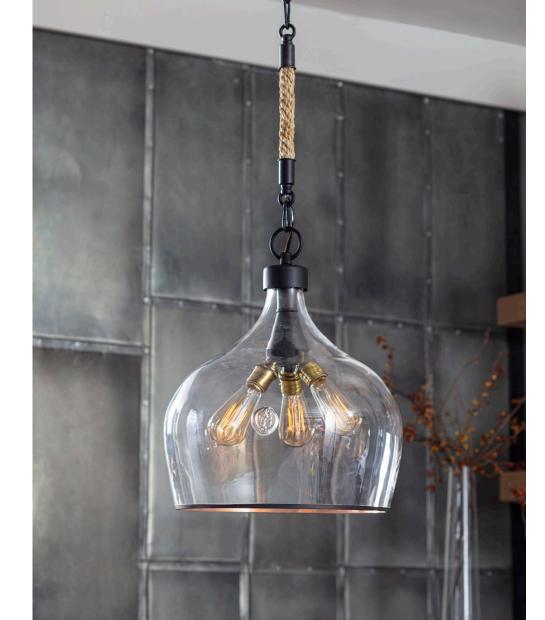
**15-1115ORB** Sal Task Sconce



20-1268 Ruffle Ceramic Bowl Medium



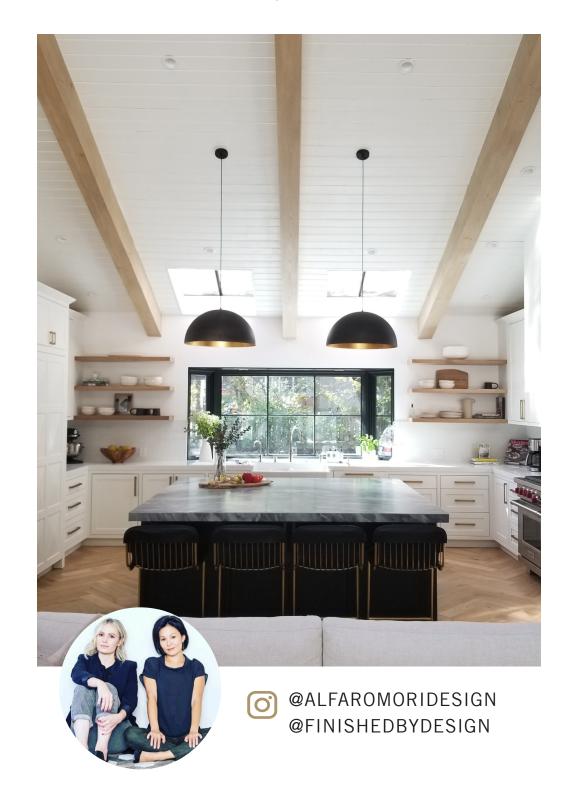
16-1102 Demi John Pendant



## **RAD TIP:**

When choosing lighting and accessories, the Farmhouse trend is one part beauty and one part utility. There is a purpose to the decor in this casually elegant look.

## "... WE BOTH SAW IT (SIGMUND PENDANT) AT MARKET, LOOKED AT EACH OTHER, AND BLURTED OUT 'KITCHEN!'" - ALFARO | MORI DESIGN



# APENCHANT FOR PENDANTS

DESIGNER SPOTLIGHT: KITCHEN LIGHTING DESIGN

he Regina Andrew Team has been consistently blown away by the creative ways talented Interior Designers showcase our lighting pieces. We chose our top four Instagram posts from Interior Designers and asked them to give their insight on what guided their design decisions.

SHOWN ABOVE: 16-1091BLK Signmund Pendant



"I LOVE THE CONTRAST OF THE FRENCH MAID'S COLOR AGAINST THE WHITE AND NATURAL CABINETS AS WELL AS THE CLEAN LINES AND THE SHAPE. THEY REALLY HELP THAT KITCHEN "POP" AND GIVE IT THE EXACT LOOK WE WERE GOING FOR! EVERYONE WHO HAS SEEN THE KITCHEN ABSOLUTELY LOVES THOSE PENDANTS."

- MELISSA LEE, PRINCIPAL DESIGNER

16-1220BBNB French Maid Chandelier Small



## "... THE GLOBE PENDANT IS A VERSATILE AND CLASSIC PIECE THAT WE LOVE INCORPORATING INTO OUR DESIGNS"

- MUSKOKA LIVING INTERIORS

16-1004ORBNB Globe Pendant in Oil Rubbed Bronze



"THE DEMI-JOHN WAS THE PERFECT FINISHING
TOUCH - DELICATELY BALANCED BRASS TOPPED
WITH RUGGED TEXTURAL ROPE - A BIG YES
ALL AROUND!"

- KRISTEN ELIZABETH DESIGN

16-1101 Demi John Pendant (Small)

## SHEDDING TAGHT ON HELPFUL TIPS ON HOW TO CHOOSE THE RIGHT BULB AND PUT A NEW SPIN ON YOUR FAVORITE LIGHT FIXTURES

YOUR FAVORITE LIGHT FIXTURES



PAIR PLUG-IN TASK LIGHTING WITH AN **EDISON BULB** 



CHOOSE A MATTE WHITE BULB TO ACHIEVE A MORE DIFFUSED AND SOFTER LOOK





### BRIGHT IDEA BY REGINA ANDREW



S

o often we work on the overall design of a room, pouring over each element in excruciating detail (how many shades of white can we pull swatches of, really?!) – yet the lightbulb is typically just an after-thought. Here are a few ideas to inspire you to add a "wow" factor to your next lighting project.



TRY A VINTAGE TUBE FILAMENT BULB WITH GLASS OR TRANSPARENT SHADES



PAIR A UNIQUE BULB WITH A
PENDANT FOR AN UNEXPECTED
TWIST





LEFT: 16-1089NB Molten Chandelier & BULBOO6 Vintage Mini T Bulb,
RIGHT: 16-1090WT Sigmund Pendant & BULBOO7 Molten Lightbulb



LEFT TO RIGHT: Sargent Chairty Bag (DOGBAG3), Dolly Charity Bag (DOGBAG1), Bunny Charity Bag (DOGBAG3)









## CHARITABLY CHIC

FEEL GOOD & LOOK GREAT WHILE GIVING TO ANIMAL WELFARE ORGANIZATIONS: LAST DAY DOG RESCUE & DFW BEAGLE BUDDIES

ach handbag features an image of a treasured, rescued canine companion within the RAD family. 100% of the profits from the Regina Andrew Rescue-dog inspired handbags go to the Last Day Dog Rescue.

Our most recent 'Kate' bag raised funds for the DFW Beagle Buddies Rescue.

Please visit us online or at our High Point Showroom Interhall IH006 to help support animal welfare.





### FOUNDED ON

THE BELIEF THAT

EVERYTHING WE DO

SHOULD ELECTRIFY

THE ROOM,

REGINA ANDREW

SPARKS SELF-EXPRESSION

AND CREATIVITY

THROUGH

UNFORGETTABLE DESIGN.

REGINA ANDREW

DETROIT