



MAKING *the* HOLIDAYS *Merry and Bright*

THE FESTIVE HOME HAS DESIGNS ON
SPRUCING UP EVERY ROOM IN THE HOUSE

By Jennifer H. McNerney • Photography by Derrick Zellmann



Fallon crafts her Hampton Wreaths out of coils of nautical rope and adorns them with shells and ribbons.

Duxbury entrepreneur Jennifer Fallon shares a unique distinction with a certain jolly old elf. Like Santa Claus, Fallon, owner of The Festive Home, starts getting into the holiday spirit throughout the spring, summer and fall, in preparation for the season of good cheer.

In her backyard workshop, she stocks up on fabrics of virtually every texture, ribbons in countless hues, strings of twinkling lights, and all sizes and manner of votives, candles and other elegant accessories that are essential for decking the halls. Her design business celebrates the joy and beauty of the holiday season, adding sparkle and wonder to homes and offices throughout the South Shore, one room at a time.

“Every project is creative and original—nobody wants the same generic décor,” says Fallon. “I work with each client to incorporate many of the decorations they already have: all of those things that bring you comfort, that make it your home.”

She also encourages families and business owners to make room in their design for time-honored traditions and cherished mementos, such as treasured Christmas tree ornaments and favorite family photographs from holidays past.

“There’s always a place for sentimental accents, especially during the holidays,” Fallon adds. “All of those elements should be integrated into the design. They’re part of your family’s history.”





Not just for door décor, Hampton Wreaths can also be used to make beautiful centerpieces.

unteered for a Friends of Cranberry Hospice fundraiser and received “overwhelmingly wonderful compliments” on her decorative work.

“I realized how much I enjoyed doing it, and there seemed to be a hole in the market for this type of personalized design service.”

She envisioned offering interior design services year-round, with a specialty focus on seasonal décor and tablescaping for parties. Tablescaping, she explains, is the art of setting an exquisite table laden with spectacular place settings, centerpieces, candles and other special touches that elevate the dining experience.

In autumn last year, Fallon launched The Festive Home—just in time for the winter holidays. And she hasn’t taken a long winter’s nap since.

For each project, Fallon meets with her clients to devise a theme and develop a conceptual sketch of the overall design. Some involve simple finishing touches to further enhance an already well-decorated space—perhaps the addition of a special-occasion tablescape in the dining room or seasonal floral accents for the living room mantel. More elaborate projects may encompass an entire home with a seamless, consistent motif that greets guests in the entryway and extends to the

window treatments, centerpieces, throw pillows and other customized accents. Fallon shops for certain elements of the décor, repurposes or reinvents decorative items when possible, and often handcrafts her own accent pieces and accessories to meet her clients’ specific vision. Once she’s collected all of the components needed for each project, she spends one to two days on the installation—and the ultimate transformation of the client’s home or business into a sparkling showcase.

One of her first calls came from the Beehive Salon in Duxbury. To complement the salon’s light-colored wood and beachy feel, Fallon introduced a sophisticated ivory and red color scheme, including stockings embellished with faux fur, cotton quilting with silver trim, beaded accents and organza fabric. She also designed a dazzling window display, highlighting the Beehive’s travel-sized hair products as stocking-stuffers, which helped boost the salon’s sales.

One of the first homes Fallon decorated featured dramatic flower arrangements in mercury glass vases, gift-wrapped packages as accent pieces, tiny battery-operated lights glittering from hurricane lamps, faux greenery and swags, and a garland-festooned staircase banister with white starfish and sand dollars as coastal ornamentation.

For a natural and affordable holiday decorating scheme, Fallon recommends going outside to clip a variety of branches and greens and arranging them in vases or combining them with pillar candles.

Sitting Pretty

Like many tales of career changes and new entrepreneurial ventures, Fallon’s business came about, in part, by accident.

For a decade, the mother of three and licensed CPA worked as a financial representative for a startup LED lighting company in Boston. In her spare time, she volunteered at her kids’ schools offering her financial expertise, serving as treasurer, and also assisting with fundraising and event-planning.

“Preparing for the events always drew me to the more creative side of event-planning,” she recalls. “I loved working on the centerpieces and decorations, experimenting with different flowers and materials.”

Then, during a family ski trip in January of 2013, she broke her leg and faced a three-month recovery period.

“I needed a break, but it was not the break I was looking for,” she quips.

However, Fallon reflects, the uninterrupted downtime offered her the clarity to evaluate her career and reconsider her path. She’d recently vol-



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*Worth Celebrating:
A Wreath for
All Seasons*

Fallon became so wrapped up in festive design that she decided to create a signature decorative holiday tradition that can be enjoyed year-round, and for many years to come: the Hampton Wreath. Handcrafting her wreaths out of nautical roping, she sought to provide a sophisticated and sustainable alternative to the short-lived evergreen wreaths that homeowners throw away after the New Year.

"The Hampton Wreath is handmade, unique, durable, timeless and versatile," notes Fallon.

Fallon is now offering a Festive Wreath System that will enable homeowners to optimize their wreaths to reflect every season with related accents.

Starting with a sturdy burlap core, each 21-inch diameter wreath is crafted from more than 70 feet of durable manila, polypropylene and/or polyester roping in natural, blonde and navy shades. Fallon adds embellishments of sand dollars, starfish, seashells, ribbons, pine cones, greenery and other accessories. The finished product is a six-pound decoration that can withstand the elements and weathers naturally.

One of Fallon's clients loved the Hampton Wreath so much that she requested 12 of them to adorn her home's windows last winter.

"Some of them were the same design and others had similar greenery and

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9 SIMPLE TIPS for Dressing Your Home to the Nines!

Even if you're not a successful interior designer like Fallon, you can still experiment with her helpful tips for making your home festive for the holidays.



1 Refresh your space with flowers! Forcing bulbs in the winter brings live blooms into the home in the middle of the holidays, replacing winter drear with cheer. "Paperwhites are simple to grow, affordable, and easy to find. Local florists are usually well stocked." Fallon suggests putting the bulbs in water (or dirt) three weeks before Christmas to ensure the arrival of fragrant flowers for the holidays.

2 May your days—and nights—be merry and bright with a little extra glow around the house. Miniature battery-operated LED lights have become affordable over the last few years and are an easy and festive option. "Add them to a hurricane or lantern with greens, string them around your chandelier, wrap them around a wreath, illuminate your indoor plants, or lay them along your dining room table for a dramatic, dazzling tablescape. The possibilities are endless!"

3 Traditional doesn't have to mean "same old, same old," Fallon points out. "An easy way to spruce up the familiar is to select a theme or color to enhance your holiday decorating. For the coastal enthusiast, sprinkle seashells all over: add a bunch to trim your tree, adorn your wreaths, and intersperse into your holiday centerpiece. Or pick a single color for ribbon, ball ornaments, tablecloths, runners, tree skirt, stockings. By highlighting one color, you can streamline and unify the diverse décor that has been collected over the years."

4 Gather the glitz! Polish up a set of silver decorations, a family of brass candlesticks, or a collection of similarly finished items and group them together for an eye-catching display. "By putting them all together on display, you can create a dramatic, sparkling focal point on a buffet, sideboard, or server."

5 Tablescapes are a fun and festive way set your table apart for holiday entertaining. "Anything goes," Fallon enthuses. "Just remember to keep all items low enough so your guests can maintain unobstructed dinner conversation. You can also layer and add themed or colored elements to enhance the backdrop to your delicious meal."

6 Bundle up and venture outside with clippers to harvest a variety of branches and greens. Fallon recommends this easy route to a natural and affordable holiday decorating scheme. "Invest in a can of glittery spray paint and now you have that high-end sparkle at a thrifty price. Arrange branches and greens in a tall floor vase to create height, or sprinkle into flower arrangements to add texture and depth."

7 Bring the wreaths inside! So many homeowners adorn their exterior windows with evergreen wreaths. "What's stopping you from bringing them indoors?" Fallon asks. "Wreaths provide that wonderful pine fragrance and add depth and details at eye level throughout the room."

8 What's old is new again. "A longtime—and frugal—tradition in my family has been to reuse the beautiful artwork from last year's Christmas cards as gift tags for the coming year. Just remove the back half of the card and fill in your own holiday sentiment on the front. It's a wonderful way to recycle, save a few bucks, and add custom beauty to your gifts!"

9 Who's the fairest of them all? During the holidays, your mirrors can cast their own spell as part of the overall design scheme. "Dress up your mirrors by hanging greens over the top and ornaments down the front," Fallon advises. "The reflection of the mirror creates depth and shimmer, and it's a simple way to add color throughout the house."



flowers that supported the continuum of the theme," Fallon explains.

She's now expanding her offering with a Festive Wreath System that will enable homeowners to optimize their wreaths to reflect every season with related accents, including spring floral, summer seashells, patriotic pride, harvest time and the holiday season.

Fallon also offers a 14-inch diameter Hampton Wreath Centerpiece that can encircle hurricane lamps, votives, vases and other decorative vessels.

"Demand has been so high—I can't think of a better problem to have," she says. 🍀

For additional information on **The Festive Home** and **The Hampton Wreath**, visit: www.thefestivehome.com.

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