



PHOTOS: JENNIFER E. SMALL



Jim Weinberg has developed Liveable Lifestyles to provide complete furnishing packages for people moving into high-rise condo units.



## Easy living | From "The Adventurer" to "Single in the City," these complete new furnishing packages are tailored to fit home buyers' personal profiles

Atlanta's many high-rise condo developers seem to share a sales pitch: "Come ye unburdened 'young professionals' and 'empty nesters' to our glass towers and enjoy an easy lifestyle where the pool, gym, concierge, shopping and restaurants are mere steps from your front door." Now, one local designer is offering to make that lifestyle seem even easier.

Jim Weinberg, who is styling the interiors of Trump Towers Atlanta, has developed "Liveable Lifestyles," complete furnishing packages for high-rise condo units.

The turnkey interiors are specifically targeted to the "transitional individuals" likely to fill many of Atlanta's new condos: newly single individuals, such as divorcees, empty nesters looking to downsize and busy young professionals with little furniture of their own (that they want to keep as their salaries increase, anyway).

### JUST THE FACTS

- Prices for turnkey Liveable Lifestyles packages range from about \$30,000 to \$100,000, and each style is priced at "good," "better" and "best." Packages do not include electronics.
- Clients can choose from about 20 motifs, including "The Adventurer," "Eco-chic," "Old World," "Safari," "Santa Fe," "Shabby Chic," "Single in the City" and "Zen."
- For details, call (404) 355-5999 or visit [www.LiveableLifestyles.com](http://www.LiveableLifestyles.com).

While they are ultimately tailored to fit home buyers' personal profiles, the packages come in about 20 broad categories, including "The Adventurer," "Eco-chic," "Old World," "Safari," "Santa Fe," "Shabby Chic," "Single in the City" and "Zen."

Color palettes that can be selected are

pastels, neutrals, earth tones, primaries and jewel tones.

The packages include every item of furniture in the home (minus electronics and appliances) and are priced at "good," "better" and "best."

Prices range from about \$30,000 for a 1,000-square-foot to 1,500-square-foot unit to as much as \$100,000 for units larger than 2,000 square feet.

Here's how it works: The entire process takes about two weeks, from lengthy questionnaire to fully furnished condo.

Questions include: "Do you walk around barefoot or in socks and shoes?" "Which side of the bed do you sleep on?" "Are you a dress person or more of a pants person?" "When you come home, do you put down a briefcase or hang up a backpack?"

"It's really about the way you live in

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PHOTOS: SPECIAL

One of the many Liveable Lifestyles packages, which includes almost every item of furniture in the home, transforms this generic model unit, left, into a fully furnished condo.

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your space," Weinberg said.

Besides home buyers, Weinberg is marketing Liveable Lifestyles to condo developers and the brokers who work for them as a way to boost unit sales.

"The biggest problem people have is how they visualize themselves living in a space," Weinberg said.

Having fully furnished condos in different motifs, versus generic model units designed to appeal to many different types of buyers, allows potential homeowners to picture themselves in a unit, he said.

Liveable Lifestyles is building out



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eight model units at Horizon at Wildwood, a high-rise project of developer Wood Partners LLC, and plans call for 30 Liveable Lifestyles models showcasing every floor plan at Trump Towers Atlanta, another Wood

Partners development.

Misty Meredith, an agent with The Marketing Directors Inc., which handles sales for Horizon at Wildwood, said sales tripled at the 274-unit high-rise in Cobb County following the debut of the first two Liveable Lifestyles units.

The building features "The Adventurer," targeted to men, and "Single in the City," aimed at young female buyers.

"We have men who come in and sit down and get comfortable in the media chair," she said.

"It makes my job very easy."

— Jill Lerner

## AROUND ATLANTA PRICE TAG

**F**rom a wine rack to a block of knives, here are some varied prices for several items you might want to go out and buy after reading this issue of Living in Atlanta.\*

### Wine rack

- ▶ Ballard Designs (San Remo Wine Rack) \$99.50
- ▶ Cook's Warehouse (Napa Home & Garden Six-Bottle Wine Rack) \$42.99
- ▶ Etsy.com (6 Shooter Wine Rack) \$59.95
- ▶ Rue de Leon (Six-Bottle Wood Wine Rack) \$87
- ▶ Saks Fifth Avenue (Nambé Wine Sling) \$175

### Eight-piece block of knives

- ▶ Amazon.com (Wusthof Classic) \$299.95

- ▶ Bloomingdale's (Wusthof Classic) \$299.99

- ▶ Cook's Warehouse (Wusthof Grand Prix) \$299.99

- ▶ Crate & Barrel (Wusthof Classic Black) \$299.95

- ▶ Williams-Sonoma (Wusthof Ikon Blackwood) \$749.95

### Set of four chili bowls

- ▶ Crate & Barrel (Big Chili Bowl) \$15.80
- ▶ Ikea (Dinera Bowl) \$9.96
- ▶ JCPenney (Fiesta Dinnerware) \$39.99
- ▶ Squared Roots (TAG Dinnerware) \$32
- ▶ Taste (Waechtersback Bowls) \$40

### Decorative vase

- ▶ Kate Spade (Bonita Street Cylinder Vase) \$150
- ▶ Limetree (Simon Pearce Norwich Vase) \$150
- ▶ Metropolitan Deluxe (Alaska Vase) \$19.99

- ▶ Nordstrom (Orrefors Bracelet Vase) \$250

- ▶ Paris on Ponce (Empire China Floral Pink/Gold Vase) \$145

### Tablecloth

- ▶ Anthropologie (Mina Tablecloth, 72-inches-by-120-inches) \$108
- ▶ Crate & Barrel (Valencia Tablecloth, 60-inches-by-120-inches) \$99.95
- ▶ Macy's (Calvin Klein "Graphic Jacquard" Tablecloth, 60-inches-by-118-inches) \$95
- ▶ Neiman Marcus (Cutwork Table Linens, 72-inches-by-108-inches) \$139.90
- ▶ Rue de Leon (Xochi Lian Damask Oyster Tablecloth, 66-inches-by-116-inches) \$87.50

\* Prices as of mid-August

—Mary Abreu