

LUXE LIVING



Elevated Home Design

Mother-daughter duo, Jamie and Olivia Schachtel are the perfect team. For more than 25 years, Jamie, owner and Head Designer at Jamie Schachtel Design Group (JSDG), has been at the forefront of design. After beginning her career as a women's couture clothing designer and manufacturer, her interest in home design blossomed and she started designing children's rooms while owning a high-end retail furniture store in Lincoln Park. Realizing she had immense passion and talent in the field, Schachtel opened her own eponymous, full-service design studio and showroom 20 years ago. Following in her mother's footsteps, Olivia officially joined JSDG in 2018 as an Interior Designer, after years of growing up in the industry and studying at University of Wisconsin-Madison. Today, both Jamie and Olivia, along with their six skilled team members, have one of the North Shore's premier showrooms and in November 2022 launched a carefully curated e-commerce shop—[ignitedlivinghome.com](https://www.ignitedlivinghome.com)—featuring hand-selected home décor.

How would you describe your design style?

We lean toward neutral colors with a layering of textures throughout a space. We believe each design should flow into the next area so that every room feels connected.

How do you begin the design process?

We begin by interviewing the client to discuss their needs and inspiration. After that we meet in our full-service showroom and present our clients with curated selections, drawings, and hand-picked finishes.

What sets you apart from your competition?

Our showroom and team. Having a beautiful space to meet with

clients and trades makes the design process much more efficient. Our ability to show clients 2D and 3D drawings helps them visualize our design in real life. Our team tracks all orders, inspects each selection, and makes sure the process goes on without a hitch.

Most looking forward to in 2024?

Exciting new construction projects and continuing to make our clients happy.

Jamie Schachtel Design Group is located at 591 Roger Williams Avenue in Highland Park. For more information, call 847-433-9013 or visit [jamieschachteldesigngroup.com](https://www.jamieschachteldesigngroup.com).