

# women *in* design



## Born to Design: Carol Gregg

As a child, Carol Gregg, owner of accent furniture company red egg, designed furniture and clothing for her Barbie™ dolls. Now, her passion for design fuels her home furnishings brand, which sells product to small shops, interior designers and home retailers nationwide.

"While I thrive when wearing many hats and overcoming challenges in the day-to-day operations of a small business, my heart (and strength) is in design," Gregg said. "I speak to other female designers who run their own businesses, and this seems to be a common theme."

Originally trained as a textile and fashion designer, Carol Gregg has been learning the ropes of the furniture and interior design industry since founding her company 11 years ago. "I have always been an entrepreneur, and I believe in forging my own path," she said. "I love having the opportunity

to realize my visions, and it is a great achievement to know I add to a person's daily happiness by contributing to her environment."

Because furniture is something one lives with daily, plus it usually sports a high price tag, Gregg said she believes the interior designer plays an indispensable role in helping homeowners to realize their own style. "For red egg, interior designers are key customers," Gregg said. "They introduce my product to their clients, who won't find red egg furniture at the mass-market retail level."

Gregg always has been attracted to and inspired by Asian design, hence, most of red egg's collections reference the region, yet with a western twist. "I love to combine elements from the past and various cultures to create my own unique design vocabulary," Gregg said. Most recently, Gregg created a new area rug collection for Himalayan Handcrafted Rugs based on her vintage Japanese Kimono Collection.