

LAS VEGAS REVIEW-JOURNAL



MODEL HOME

Kathy Ireland is right where she wants to be

By XAZMIN GARZA

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Kathy Ireland never had modeling aspirations. Even after her "Sports Illustrated Swimsuit Edition" cover threeppeat, she still had an itch she'd been longing to scratch for years.

"When I worked as a model it exposed me to some of the best designers," she says. "But I would (look at the clothes) and think, 'How can this be translated? I want my room to look like this.'"

After bowing out of the modeling industry, she pursued her lifelong home design passion, which evolved into Kathy Ireland Worldwide (KIWW), for which she serves as CEO and chief designer. With home products that consist of flooring, rugs, home furniture, lighting, window coverings, mattresses and more, her designs are sold in more than 28 countries.

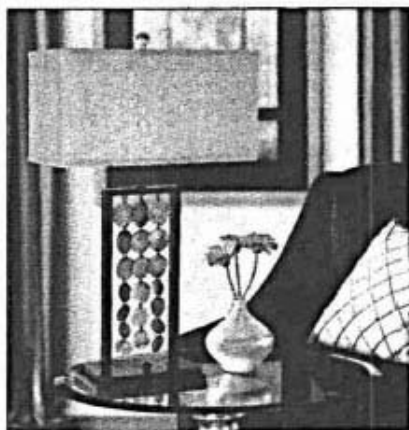
Unlike most celebrity collections, Ireland didn't just stamp her name on something and sit back to collect a check. She explains how it all started just after rehearsing her routine for "Dancing with the Stars" before a group of fans at the World Market Center Las Vegas during the 2009 Las Vegas Market.

The foundation for KIWW began long before her entrancing eyes and enticing figure were ever selling magazines. She was tapping into her creative side — and business mind — as early as

age 4 when she painted rocks and sold them from her wagon for a nickel each. Just before hitting the preteen cusp, an 11-year-old Ireland called a contractor to her parents home and asked for a bid to build an add-on room atop their garage. Unfortunately, her painted rocks earnings couldn't cover the \$20,000 price tag.

Today, she's the mother of three and runs a company that strives to find solutions for families. KIWW offers modest price points and thinks the design process through from scratch. From the bedding to the paint on the walls to the candles and trinkets, all the bases are covered.

As for her own home, she calls it "eclectic," a mash-up of Mediterranean, European



Pacific Coast Lighting Kathy Ireland Gallery Urban Boheme Table Lamp, \$165, csnstores.com

country and Puerto Vallartan influences. She loves color and anything functional, which is why she can't warm up to the sharp corners and uncomfortable feel of some of the ultra-contemporary

furniture. "I look at it and think, 'My kids are going to hurt themselves,'" says Ireland. To ensure her own products don't trigger the same thoughts in her own customers, Ireland's home has become a lab. She counts on her kids to jump on the furniture and spill on the floor just to make sure it's the kind of durability she can get behind.



Ireland Tidbits

Best current trend:

People embracing color.

Worst trend:

Uncomfortable furniture.

Most sentimental piece of furniture:

Her first child's baby cradle which is now used for dollies.

Favorite designers:

Ralph Lauren and Giorgio Armani.

Best home design tip:

Start at the bottom. Let a rug be an anchor for your designing.

"We want to save the busy mom some time and anxiety," she says. "Home design should be a fun experience."