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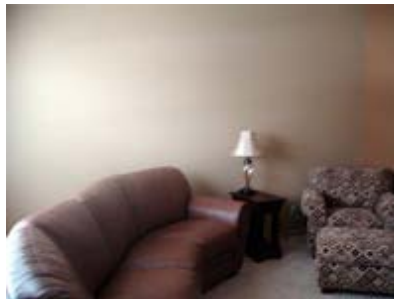
-noun

a person *mom* who organizes and manages any enterprise, esp. a business, usually with considerable initiative and risk.

Fluff Your Stuff

by Leah Parodi

Trading Spaces, Extreme Home Makeover, Moving Up...you name it and if it's about home decorating, I've watched it. The problem is...I can't do any of it. I have no sense of style, balance or color coordination. What I do have is a closet full of candles, curtains (yes...I still say curtains instead of window treatments) and other items I picked up to decorate with. We have lived in our home for over two years, and other than dust, have added very little to turn our house into the perfectly comfortable home I wish it was.



That all changed once Fluff Your Stuff came to my rescue. A team of creative, energetic and brave women that walked into my home, used what I already had and turned my kitchen and family room into a space that looks like it should be in a magazine. My only problem...I should have called them sooner.



Fluff Your Stuff is a business that was started by Lorrie Williams and her best friend, Joy Johnson. Lorrie, from Texas, went to TCU and studied music and art. She began her decorating career by doing set designs for Churches and home decorating for family and friends. Lorrie began getting calls from friends of friends, and went into business for herself. Five years ago, Lorrie and her husband of 20 years and their three boys moved to Omaha, and she started Fluff Your Stuff with Joy, who has a degree in Interior Design and Architecture from UNL.

The two friends started their "interior redesign" business by hosting Feather Your Nest Parties. These parties were held at the home of a hostess and featured games, sweet treats and guides on how to help guests best find their personal home decorating style. Lorrie and Joy took out the hard sell and pressure, kept the parties fun, and their business took off.

Fluff Your Stuff now has a staff of seven women that keep the art of home decorating

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fun and friendly. Lorrie and Joy felt it was important to have a staff that not only had great decorating skills and education, but also had to have “fluff” personalities; they had to be a good fit, not snobs or intimidating. The ladies keep up with current trends and are self-proclaimed HGTV addicts.

Lorrie’s idea of decorating reflects real life. She tells her clients she won’t create a “model home” for them, but make their home a reflection of them, not her. She feels that each home should be a refuge; a sanctuary and the people living there should love it. Lorrie considers herself the average homeowner’s decorator and will tell you; “if you think you can’t afford decorating...think again”. Lorrie gets calls from husbands that want to surprise their wives, people that say their home is “just not working” and those that have already made costly mistakes. Lorrie says; “for some clients describing their house is like going to the doctor, something is not right but you’re not sure what it is”. She will “help your house get better”.

When it came time for my Fluffing I was apprehensive. But, when Lorrie and decorator Heather Stroh arrived with huge smiles, pink tool caddies and an enthusiasm you see in people happy in what they do, I was put at ease. First, the women handed me an adjective sheet with 80 or so descriptive words on it, and had me circle words describing how I wanted my home to be (I circled warm, fun and elegant). Lorrie and Heather then asked about my family, our lifestyle and likes/dislikes. They wanted to know if we had pets, if we like to entertain and where my husband’s TV chair was (they take the entire family into consideration). They are experts in helping people pinpoint their personal style, something I had not been able to do. Next, they asked if there were rooms they should stay out of, or not disturb. I have two daughters (ages 14 & 11) and would not subject anyone to those landfills, so other than those two rooms, the house was theirs.

Usually, Lorrie and her staff prefer homeowners go to another room with a book and relax. I could not help myself and wanted to watch. Lorrie and Heather started opening cabinets, drawers and closet doors; Lorrie calls it “shopping your house”. I could hear them oohing and aahing over treasures they were finding from things that I considered junk. The two designers were bouncing ideas off of each other while they collected a good size pile of my things, and got to work. A short time later, my kitchen and family room had a new look to them, and I was on my way to having my dream home.

The staff at Fluff Your Stuff can do it all. In addition to fluffing, they can purchase and hang window treatments, bring in artwork, shop furniture and buy light fixtures for your home. They will work within your budget, whether it means finding that perfect piece at Goodwill or an antique shop. They also shop home decorating stores and catalogs. They are available to coach those that want to do it themselves. Fluff Your Stuff will do as much or as little as the client wants. The fees for their services are \$75 per hour (minimum of two hours is required) plus expenses if you want them to shop for you. For me, they put together a plan and budget for the remaining items that I wanted with a clear idea of what I was willing to spend. Now I just sit back and relax, and let them do the rest.

Fluff Your Stuff has a great website with before and after photos, client testimonials, tips and more information. If you have questions, or would like to contact Lorrie or Joy, go to: www.fluffstuff.com You can also call (402)490-1884.

Now, if I can just do something about the dust. [Back to Mompreneur page](#)



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