

## INSIDE THE BOX

DESIGNER **ROSS CASSIDY**  
BREATHES NEW LIFE INTO  
BEACH INTERIORS VIA  
FUNCTIONAL MINIMALISM.  
BY ALLISON BERG

Celebrity designer Ross Cassidy—whose client roster includes Sia, Jeff Probst, and Amber Valletta—has found that refined and purposeful environments begin with great architecture. “This is a crazy thing to say as a decorator, but it’s not about the furniture,” Cassidy explains. “It’s about the box.”

This sentiment may seem particularly ironic considering that the former *Million Dollar Decorators* star recently launched an exclusive new furniture collection with CB2. However, he believes that resources are better spent on structural details when reasonably priced, high-quality design is obtainable from retailers.

With a background in graphic design, the self-described anti-decorator’s CB2 collaboration features primarily warm, earthy materials and Japanese-inspired pieces that are functional and scaled for comfort. They have personality but they’re also quiet and versatile. Cassidy’s sheesham-wood Obaru dining table, or any of his chairs, for example, would feel equally appropriate in a Hamptons beach house and a city apartment.

Ultimately, for Cassidy, it’s all about his client’s lifestyle. If you love cooking while being surrounded by family and friends, build a monumental kitchen island. If you’ve never even opened a can, consider placing your kitchen behind closed doors. “For most people, design is a visual thing,” Cassidy says. “I think of design as experiential. It’s how you live in a space.” [cb2.com/ross-cassidy](http://cb2.com/ross-cassidy); [rosscassidy.com](http://rosscassidy.com) ■

A Kihon indigo sofa,  
Bento coffee table,  
Bento side table, Noren  
pillow, Shiro floor lamp,  
and Hida braided border  
abaca rug, all from  
CB2 x Ross Cassidy.



CB2 x Ross Cassidy’s  
Obaru dining table,  
Hea blue abaca rope  
rug, and Shoji  
hurricane lantern.

Decorator-to-the-stars  
Ross Cassidy has  
cooked up a home  
d cor line for the rest  
of us. LEFT: CB2 x Ross  
Cassidy’s Fedo ombr   
blue lacquer tray.



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