

as seen in

# southbay

DESIGN SHOWCASES 2023

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## ALCHEMY COLLECTIVE

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### DESCRIBE THE FEATURED PROJECT.

Our beloved Rancho estate is a luxury residence in the heart of historic Rancho Santa Fe, California. We transformed this stately Spanish summer home—surrounded by soaring eucalyptus trees, verdant citrus groves and coastal breezes—with a full gut renovation and bespoke furnishings indoors and out. With our clients overseas, we managed every detail, from concept to completion.

### WHY THE RECENT NAME CHANGE?

After owning this design firm for more than 10 years, we recently changed our studio name from LM Design Associates to Alchemy Collective. The reason for the change? Our team, incredible clients, studio growth, successes, lessons and future collective endeavors all stem from one word: alchemy (the inner act of transformation). A business is only as strong as the sum of its parts. Our combined knowledge, creativity, individuality and passionate work ethic are the collective pillars of our success. Hence, our studio has been recently reborn with her new look.

### TELL US ABOUT YOUR BUSINESS.

Our South Bay design studio and shop are centrally located in Downtown El Segundo. Filled with curated home decor, vintage finds,

local makers' goods and our own apothecary line, we welcome all to stop in, say hello and chat about your home needs.

Our women-owned and operated design team creates, coordinates and collaborates with intention. Our focus on the client experience, 20+ years of design expertise and intense passion for architecture form the essence of who we are. Helping people live well in homes unique to them is at the core of what we do. We take great pride and pleasure in partnering with our clients on their most intimate family spaces. From custom ground-up home builds to large-scale renovations and furnishings, we offer a flexible and personalized array of design services, which serve our clients as their needs change over time.

With bustling family, work and travel schedules, our repeat and referral-based clientele look to us as their trusted home advisors. Our clients enjoy a calm and elevated experience as we manage the heavy lifting and coordination from concept to completion. Our mission is to build homes that evoke the best of family living: warm, modern, comfortable spaces filled with joy and soul, a uniquely personal reflection of where you've been and where you're going.



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