

Keriann Worley

Why Her Love For Animals Made Her Go Faux

When does a part time hobby turn into a full-blown success story? For Deborah Rosenberg it started when she decided it was time to go back to work once her twin daughters hit the 1st grade. The opportunity that would change the course of her life started by helping out a friend.

Although she had no formal training, Deborah had a natural talent for decorating and designing. When a friend needed guidance decorating her home in Weston, she was excited to help out. The results were phenomenal and lead to more work. In fact, her solid client base grew from word of mouth alone. How did she learn this unique and creative trade? "Through a lot of mistakes," Deborah stressed.

Her big break came when one of her clients happened to be in a meeting with the Discovery Network. They were searching for an additional designer for a show. Her client told them they must to talk to Deborah with DiMare Design. Before she knew it, Deborah was featured as an interior designer on the network TLC. From there, her business really took off.

Deborah is not just any designer, her story is unique. Her business was thriving; she was working with high profile clients and designing high-end properties. All the while, she would receive emails about the inhumane and heinous ways the furnishing industry was treating animals. It only took her to open one email to realize the products she was using went against her morals.

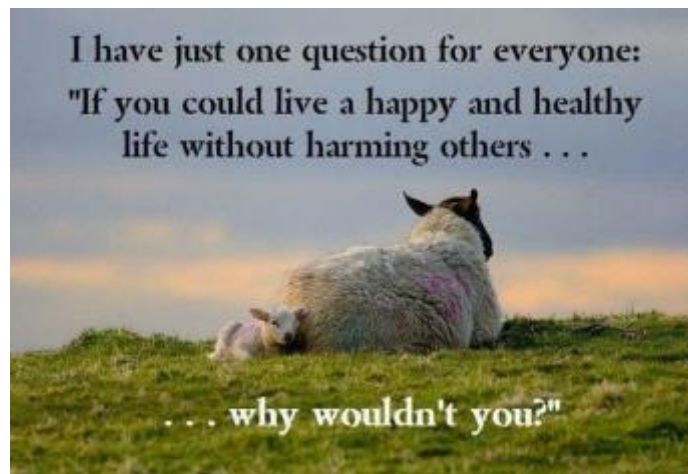


Deborah explained to me that she would never forget hearing the animals scream while being tortured and killed for their skin, fur, feathers, and hide. She watched a video on dog leather and decided she could no longer do this and she was done. "It was inconceivable," she told me. She was ready to change her entire business. Deborah's love for animals made her go faux.

Deborah took a step back and identified the resources she had available. She was thrilled to find alternatives that are cost effective and extremely durable. She would no longer use anything that are derived from animals. According to her website, Deborah enjoys educating her clients about cruelty-free (vegan) design. "If I can bring awareness to the inhumane treatment of animals by demonstrating that ultra-luxury interiors can be created without endangering the lives of animals, then I am doing my part."

I asked her what it truly takes to be successful and she expressed, "It's hard, really hard. You have to work...work...work!"

Once Deborah started to go down the vegan path, she really found her mojo. Every day she focused on bettering herself. She remembers speaking to an older man (90yrs old) who survived the Holocaust, lost his family, lived through three concentration camps. She asked him how he survived and he told her, "Every day I am going to be better than the next." She lives by his wisdom each day.



During her career as a designer, Deborah began to feel defeated, frustrated, and a sense she was missing something. Deborah felt an awakening with the animals and it stirred something inside of her. She knew she had to do something to make a difference. She now had a sense of purpose.

About a year ago, Deborah proudly started a certification course, **Certified Cruelty Free**, which has truly become her passion. It is a platform for education to provide cruelty free options to businesses. Certified Cruelty Free is about becoming a member of a passionate community who are dedicated to saving lives of animals. Deborah wants to see more and more companies adopting these standards and see such things as vegan clothing lines. She told me her dream would be to have Stella McCartney have her certification tag on her clothes. I have no doubt she will find a way to get Stella McCartney to join the crusade. What does Deborah see in her future? Deborah would like to have an Advocate Animals building with a strong community of textile designers joining the cause. In addition, Deborah wants to continue to grow her certification program and make her course global. She advised me that Australia is the #1 country for animal advocacy and, shockingly, United States is #3.

- **To visit Deborah Rosenberg's website, go to www.DiMareDesign.com.**
- **To learn more about the Cruelty Free Certification Courses, go to www.CertifiedCrueltyFree.net**