

**DiMare  
Design™**  
beauty. compassion. peace



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## THE PATH TO CRUELTY FREE/HEALTHY INTERIOR DESIGN

When I discovered the unimaginable abuse of humans & non within the furnishings industry, it had a deep effect on me and changed me personally and professionally. I have been designing luxury spaces for nearly 20 years with projects throughout the US and internationally. I continue to design high end beautiful environments. But now they not only maintain their luxury, they maintain my clients health and don't leave a negative impact on mankind, the planet and all living beings. The more I continue to learn about this horrific, corrupt, global industry, the more drive I have to make change within the interior design industry.

Cruelty free and wellness design is not just about saving animals and laborers from inexcusable conditions. It's about healthy design and well-being. Animal based textiles and materials such as leather, wool, silk, fur, down and treated woods etc. are laden with poisons and toxins that penetrate our skin. Thankfully, consumers today are demanding ethical, healthier environments for themselves and their families. They understand that being surrounded by poisons and chemicals has horrific consequences on their mental and physical health.

## CRUELTY FREE & WELLNESS DESIGN GO HAND IN HAND

Cruelty free and wellness design is much healthier for babies, children, adults, seniors and those with sensory challenges such as the population of Autism. My method of design is gentler on the senses and promotes wellbeing and good health.

Sustainable and reclaimed furniture, respectful of the earth, is less toxic and gentler on the planet and people, relying less heavily on our planet's resources, producing less poisons and garbage. This helps keep our planet clean which in turn keeps us healthy.

Cruelty Free materials are environmentally friendlier than their animal based counterparts. My projects do not use items originating from any living creature, are not tested on animals, are vegan and do not trigger illness. I believe that it's unnecessary to harm, torture or exploit any conscious living being, human and non, harm our planet or get sick for beautiful furniture.



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## **CRUELTY FREE/HEALTHY DESIGN IS FOR EVERYONE**

Most of my clients want to come home to a healthy happy environment. They don't want the chemicals and toxins in their spaces. They wish to keep themselves and their families safe and many need durable furniture.

A majority of faux, natural alternatives are a great option for homes with children, pets and office spaces.

Cruelty free/healthy design is also ideal for people with sensory sensitivities, meaning they are more aware of smells, textures and their surroundings. Babies, the elderly and those in the Spectrum of Autism typically have sensory sensitivities. Furniture soaked in chemicals and animal based materials could potentially affect the mental and physical health of this population and all others.

## **THE WORLD IS NOW FOCUSED ON ETHICS & HEALTH**

There is a growing demand from consumers worldwide to put an end to animal testing and animal derived products. More than half the world prefers buying products that promote wellbeing and are ethical. The community of socially conscious & health driven shoppers is only growing stronger, urging more and more businesses to offer alternatives that don't harm our health, hurt others and our planet.

Consumers first made the connection about health and ethics with food. Organic, healthy and plant based food is now mainstream. Within the past few years, consumers began demanding change in the apparel industry. We are seeing more and more fashion designers such as Versace, Gucci, Michal Kors, Chanel and Tom Ford eliminating fur. The furnishings industry is already under scrutiny thanks to the media and technology. The atrocities and poisons within this industry can no longer be hidden.



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## HEALTHY, CLEAN BEDROOMS

I believe the easiest space to start with healthy, ethical décor is the bedroom. Over half of Americans have an illness including allergies and asthma. Traditional bedding such as down pillows, silk comforters and wool blankets are filled with chemicals, dust and dust mites.

Manufactured woods and resins are also laden with chemicals. We spend 1/3 of our life in bed and we are surrounding ourselves with poisons and materials that can trigger illness or make our existing issues worse.

Natural, gentle bedding alternatives and reclaimed woods are beautiful to look at, touch and positive choices all around.

## WHERE TO SHOP HEALTHIER & ETHICAL FURNISHINGS ONLINE

It's definitely easy to find furniture online. But where do you go to quickly find healthy and vegan furniture that is easily accessible and online? [Cruelty Free Cribs](#), our online shop, was designed with exactly that in mind.

[Cruelty Free Cribs](#) is not just about finding affordable, trendy furniture and décor. We believe all living and work environments must promote physical and mental wellbeing.

Our shop includes rooms that we've created by gathering cruelty free and healthy furniture and décor from large online retailers. Everything can be purchased with a click of a button. We've sourced furniture and décor that is clean, non toxic and meets our ethical standards of honoring all living beings and our planet. We even offer very affordable online design consultants to help you out if you choose. It's a great option for those that don't have the budget to hire a designer to work on complete projects from start to finish.



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## TOXIC FURNITURE

Tropical woods are killing the planet, people and animals. They are destroying the forests and jungles, abusing children and adult laborers and killing animals. 150 species go extinct daily.

Animal based products such as fur, crocodile, down, leather and wool also leave a tremendous negative impact on the environment. The pollution created by cows and the tanning of the skins, for example, is one of the most dangerous pollutants globally. The methane produced by the cows, the feces running in to rivers and local waters, the amount of land destroyed to grow feed for the cows is devastating.

The tanning process is an entirely different nightmare. The average tannery worker in India dies by the age of 50. The workers stand barefoot in pools of chromium and other poisonous chemicals to treat the hides. It's barbaric, unnecessary and makes us sick. Our skin also absorbs the same chemicals the tannery workers are exposed to.

Any furniture or decor originating from animals and nature, leaves a negative, horrific impact on all species and the planet.

## THE PULSE OF FAUX LEATHER POPULARITY

The vegan leather industry was \$17.5 billion in 2015 and is expected to rise to \$85 billion in 2025. There is tremendous awareness and education about the massive pollution, destruction, illnesses and death caused by the global skins and hides industry. Faux leather is just one industry of many that is affected by the ethical and wellness movement. Celebrities like Joaquin Phoenix and Leonardo DiCaprio are a strong presence in ending environmental destruction and cruelty to humans and non humans.



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## CERTIFIEDCRUELTYFREE.NET

[CertifiedCrueltyFree.net](http://CertifiedCrueltyFree.net) was created by myself and my team out of demand from designers and consumers on all parts of the globe. They were coming to us to learn about cruelty free/healthy design. The website initially offered an accredited [Cruelty Free/Wellness Certification course](#).

However, CertifiedCrueltyFree.net has also grown into an online [membership](#) based community made up of companies, small and large from all over the world. We provide continual education, a badge for display and tools & marketing to help our members grow and stand out. We are a very strong, connected business community seeking to reach the ethical healthy driven audience.

## THE BOOK “VEGAN INTERIORS – HOME EDITION”

[“Vegan Interiors – Home Edition”](#) is a first of a series of books that focuses on the beauty of ethical/healthy design. The book is filled with stunning images portraying clean, compassionate spaces that are healthier for everyone from newborns to seniors and simple to embrace. The provides facts about how many workers, trees, animals etc. are saved in each brilliantly photographed room.

There are pages dedicated to the future of textiles. “Growing materials” are fabrics made out of natural, non toxic substances such as fruits and trees that will be readily available to consumers soon enough.

“Vegan Interiors – Home Edition” is a beautiful way to show others through demonstration and education that no living thing, including humans, animals and the planet need sacrificing nor get sick for beautiful interiors.

## MIXING CRUELTY FREE/HEALTHY DÉCOR WITH NON

If a client is seeking our services to fill in existing furnished spaces, we will mix in healthier and ethical furniture and décor with the original pieces.

Or if needed, we are happy to reupholster a client's existing furniture. Naturally, recycling is a very big part of wellness design.



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## GROWING MATERIALS

Amazing new faux alternatives are in the making. The industry name is Biofabrication and it's our future. "Growing" materials made from fruits, vegetables and fungi are being developed to replace heavily toxic animal derived & factory manufactured materials. Growing materials are being developed in labs throughout the world. The race is on and It's fascinating. Piñatex for example, is a fabric being sold as a leather alternative. It's made from the leaves of the pineapple. Pinatex is non toxic, sustainable and workers are treated humanely.

## THE FUTURE

Ethics and wellbeing are a movement and it's only growing stronger. Consumer behavior is showing this is not a trend. Wellness and optimal health are what customers are seeking, at all income levels. High end condos are now creating wellness spaces within their buildings. Fast food restaurants are now offering vegan options. Healthy, humane and chemical free are the new norm.

Technology has given us power to see behind the closed doors. No mother wishes to put her baby in a crib at night, now with the knowledge that the sheets, soaked in chemicals, could potentially cause illness and developmental delay to her baby. Or that the sheets originate from a place of tragedy.

The unimaginable and horrific methods for creating furnishings for the interior design industry, if continued, will create more sickness and devastation with every generation. The world is smarter, more compassionate and is thankfully, demanding transparency.



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## CONTACT US:



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