

Irvington Small Business Spotlight: Renae Cohen Interiors

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By Michael Woyton (Patch Staff)

IRVINGTON, NY - Our Small Business Spotlight shines a light on local businesses we may not know that well.



Photo by Christopher Galluzzo

- **Business:** Renae Cohen Interiors
- **Owner:** Renae Cohen
- **Website:** www.renaecohen.com
- **Address:** 3 West Main St, Suite 202, Irvington, NY 10533

What business are you in? We are a full service Interior Design firm that creates residential interiors that distill both classic and contemporary styles. Our services include decorating, construction, design and management planning throughout the United States. Our clients appreciate the dedication, attention to detail and service that we provide.

How did you come up with the name? I am the business and what better way for people to remember it then use my name, Renae Cohen Interiors.

Why start a business in this town? This is my third business in town. My first was an Antiques Shop, then an Antiques and Design business and now an Interior Design firm in a new location. I had lived in Irvington and Dobbs Ferry for over 20 years and felt having a business in close proximity to where I lived was ideal. There was a wonderful Stanford White building that offered loft like spaces and had breathtaking views of the Hudson River, it was the perfect spot to open an Antiques Gallery. There were many Antiques shops in Tarrytown but none in Irvington.

It was continued clients' requests that pushed me to transition to interior design full time. As the antique store had done extremely well in Irvington there was no reason for me to move out of the area. Over time, the design division grew, so in 2015 I closed the antiques store, moved to a bigger design studio to focus on interior design. My husband and I even downsized to an apartment in Manhattan, but I still love having my business and offices in Irvington, keeps me connected to an area I really love.

What's the most difficult challenge you've faced as a business owner? I find the most difficult challenge is growing the business each year in a methodical way. Interior Design is a service business, so it is difficult to plan when clients will need those services. Some projects take much longer than others. Clients tend to randomly call. It is not a business that lends itself to soliciting or doing sales pitches or planning one month against another to measure growth. It is a year to year challenge.

What's been your proudest achievement since opening? The retention of clients. We have a great track record of satisfying our clients, and as a result do multiple jobs for them. It is very satisfying to be called back to do additional work—that is the highest compliment a designer can receive. And our clients refer us to their friends and colleagues.

How does your business give back to the community? We give back through charitable contributions to local organizations. These include the police department, the fire department, the local theatre, the local school foundation—basically any local organization that asks!

Through the years, we have also given to The Hudson River Museum, Lyndhurst, Historic Hudson Valley, The Thursday Club.