

BusinessSpotlight

Designing women find a true 'Haven' in their new store

BY DAN KAPLAN
Staff Writer

No longer do interior decorators Gwendolyn Butler and Dulce Feito-Daly have to lug accessories and catalogs from one home to another.

Now that the pair has opened home decorating store Haven, clients can come to them.

"It gives us a venue of being able to showcase things," Butler, 55, said of the Colts Neck store that opened three weeks ago and is at 26 Route 34 south, next to the new Dunkin' Donuts in the Colts Neck Shopping Center. "It just makes it easier on both ends."

The store features scores of decorative furniture and accessories, including sofas, beds, mirrors, clocks, lamps, chandeliers, window treatments and paintings — mostly in a European style also called "shabby chic." Catalogs from which to order more items are available.

Butler, who specializes in window treatments and textiles, said the store is an inviting place to shop and look for ways to spruce up the home.

"(Customers are) just eating it up," Butler, who lives in Lacey, said. "They love everything. I wanted a space for people to come. We want people to relax."

Customers also can purchase "faux finishes," specialty paintings that mimic wallpaper. Employee Dee Kofod, who draws the paintings, said faux finishes are a nice feature for homes.

"It's better than wallpaper because wallpaper you have to remove," Kofod, 57, said. "And when you get tired of faux finishes, you just paint over it."

Kofod of Shrewsbury, who also paints murals for clients, said the specialty paintings are comparable in price to wallpaper.

Feito-Daly, 38, said she and Butler complement each other well because each have specialties in different areas of interior design. Feito-Daly said she is best at tile design for kitchens and bathrooms.

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GWENDOLYN BUTLER
INTERIOR DESIGNER

The women met each other about five years ago at Brookdale Community College in Middletown, where the pair occasionally lectures interior design

students.

"We work together as a team," said Feito-Daly, also of Shrewsbury. "It sort of fell into place."

"It's a lot to do on your own," she added of Haven. "And I couldn't do it on my own, that's for sure."

Most items at the store run between \$50 and \$5,500, for a hand-painted "secretary" desk. But Butler stresses customers don't have to break the bank to buy something from Haven.

For the holiday season, the store will be selling items such as gourmet chocolates and French soaps and hand creams.

"They certainly can spend \$10 for a little gift," Butler said.

Store hours are from 10 a.m. to 5 p.m. Tuesdays through Fridays, and from 10 a.m. to 4 p.m. Saturdays. For more information, call (732) 780-6766.



Haven co-owners Gwendolyn Butler, Lacey, and Dulce Feito-Daly, Shrewsbury, are joined in their new store in Colts Neck by painting specialist Dee Kofod, Shrewsbury. (PHOTOS: JACKIE POLLACK/STAFF)



Haven specializes in "shabby chic," such as this custom-made bed dressed in French fabrics.