

# MEN'S BOOK

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LIFE IN ATLANTA || DIGS ||



DESIGN EMPEROR Marty Mason in his new 20,000-square-foot retail location in West Midtown

## Lost and Found

Mix it up with Marty Mason's "collected" interior designs.

| By Karina Timmel |

Sometimes you walk into a home, and everything just looks... cool. The homeowner has discovered that ideal balance between "found" furniture items and a more structured interior design, and you think, "How did he do that?" Step in Marty Mason. The owner of Savvy Snoot ([savvysnoot.com](http://savvysnoot.com)) and Marty Mason Collected Home stores ([mmcollectedhome.com](http://mmcollectedhome.com)) is redefining the traditional interior design process—which usually involves choosing one look, like contemporary or classic—and not claiming any particular design aesthetic. In fact, he is, slowly but surely, creating a design empire, based on what he calls "a collected look" that works for both a male and female clientele.

An Ohio native who has lived in Roswell, Ga., the last 12 years, Mason had two decades of retail success under his belt, managing large department stores like Elder Beerman (in Dayton, Ohio), before opening up his own shop. He first launched the upscale consignment store Savvy Snoot in 2002, which features new and slightly used vintage pieces. "I began developing a signature style by creating eclectic vignettes with finds from different design styles," says Mason, "and then mixing in brand-new furniture pieces to create a truly cultivated presence."

The idea caught on. A year later, Mason launched his interior design company, Marty Mason Collected Home Design Group. "Our full-

[editorial]



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“The homeowners like modern, clean lines. I added the wood piece to warm the look up a bit. That, and the splash of the green vase, brings in nature. I enjoy including a little color pop, especially if I’m doing a really neutral room.”



**NESTING INSTINCTS** Clockwise from left: Mason designed this Marietta home to be lived in, especially this stately living room; the home’s entertaining area is meant to look very commercial. He added metal industrial chairs, vintage root beer-colored leather chairs, stained concrete floors and a wood bar for warmth. The pottery in the nooks is a collection from the family; the sitting room’s collected look with a wooden consignment coffee table, two new leather chairs and local artist Neil Marshall’s artwork

service design firm can do everything from the beginning to end, with or without our clients’ participation,” says Mason.

Case in point: The residence pictured here. The Marietta dwelling near the Chattahoochee River is home to a couple and their four young children. “The homeowners were looking for a modern-minimalist interior design for their terrace level and a few renovated rooms throughout the home [such as the entertaining area, living room and sitting room]. It was important to them that the home was still comfortable for their growing family and not sterile,” says Mason. The result was a contemporary, clean look that was warmed up with the addition of outdoor elements—namely wood pieces and splashes of color; unique vintage finds, like root beer-hued leather chairs; and hand-picked artwork on display.

His third concept, Marty Mason Collected Home (MMCH), was introduced in 2011. The furniture line includes fabrics and accessories. “Representing all eras and styles, we largely focus on a modern-rustic look, including plenty of textured pieces and use of materials like tweed,” says Mason. “Neutral and muted hues are key, with a splash of a subtle color. Nothing too bold.” Just check out The Big Ketch restaurant that he designed in Buckhead to catch his drift.

Mason now operates four stores around Atlanta. With further expansion in mind, the entrepreneur recently relocated the Westside location to incorporate the two concepts under one roof. The 20,000-square-foot freestanding store is still within the Westside design district—but is four times bigger than the previous location. “I wanted to be able to present the Marty Mason Collected Home line alongside Savvy Snoot items,” Mason says. Proving his appeal to a broad spectrum of homeowners, celebrities as diverse as Taylor Swift, Bette Midler and Usher have shopped at his stores.

For now Mason is happy to concentrate on his current projects. “An expansion out of the Atlanta market is on the horizon,” he says. In the meantime, he’ll be with his family at Lake Sinclair enjoying his signature eclectic look of his renovated 1970s lake house. ■