

EXCERPT: BOOK PROPOSAL, *Modage* (published as *High Style*)

Sales/Marketing Handle

Ron Woodson and Jaime Rummerfield, two of today's hottest West Coast designers, will teach you how to bring back the good life by creating glamorous, fun, over-the-top spaces and enjoying a "decadent modern" lifestyle that draws on both vintage L.A. luxury and sleek modern elements.

Brief Description

Gone are the days of drab yoga clothes and wheatgrass cocktails—glamour and decadence are back in a big way. Jaime Rummerfield and Ron Woodson, two of today's hottest Los Angeles designers (each honored as one of America's Top Young Designers by *House Beautiful* magazine), will teach you how to create beautiful, over-the-top spaces and enjoy them with your friends, family, dogs, neighbors, and more! Drawing from vintage Hollywood with a fresh modern twist, Ron and Jaime truly can teach you how to bring back the good life.

What is "Modage?"

Imagine entering the home of your favorite Great Aunt, the one you have always admired for her impeccable taste and adventurous world-travels. Her décor includes exquisite furniture, art, and decorative flair. Maybe she's a little eccentric, but all objets d'art and interesting accessories work so well together that her home is a place of wonder. Ron and Jaime both grew up in Los Angeles inspired by homes like these. The look and feel captured in their retail shop and permeating their designs combines California Moderne with Vintage Hollywood decadence, a unique blending of modern and vintage elements that Ron and Jaime call MODAGE!

Modage is a whole-life sensibility—it's finding that special, conversation-starting piece and knowing just where to put it; it's breaking out the crystal and china every day, not just for holiday dinners or special occasions; it's scouring antique stores, flea markets, and your grandmother's attic for items that are just waiting for a fresh new look that screams of your personality; it's making a fabulous outfit look perfect in any situation. *Modage* says, "Life is the occasion. Enjoy it. Celebrate it. Bring back the good life." It's easy, sophisticated, and fun—and Ron and Jaime can show you how. Because you don't have to be a star to live like one.

Overview

California, and Los Angeles in particular, has long been celebrated for its laid-back-yet-luxurious lifestyle. Heavily influenced by the hey-day of L.A. cocktail parties and grand hotel gatherings,

but raised in the modern world of sleek, clean lines and simple opulence, Ron Woodson and Jaime Rummerfield want to take you on a magic carpet ride to a time when high living was an art form all its own.

The current design culture is ready for *Modage*. Today's consumer is more design savvy than ever, with the Internet and TV giving amateurs more access to information and inspiration. The result is a desire for a higher level of design—a tendency towards the brash and bold, splashes of color, and attention to detail. There is also a brand awareness developing that rivals the desire for brand-name clothes, cars, and electronics. But the trend towards sophistication has left some of the most important elements of “high design” in the dust. *Modage* will teach you everything you need to know—from tried and true basics to cutting-edge techniques—to create unique, over-the-top spaces. It will inspire you to be bold. It will take you shopping. It will guide you in choosing the perfect jewelry for your home and placing it. It will even teach you how to throw glamorous, exciting parties—from hanging art and lighting to setting the table and creating a music playlist. *Modage* also taps into today's Earth-friendly sensibility in a way that is anything but “granola”—Ron and Jaime will show readers how to use natural elements such as organic fabrics and reclaimed or recycled materials in chic new ways, so that they can be cool without being crunchy.

So many design books are just pictorials without soul. *Modage* will provide the same beautiful photos for inspiration, but will follow through with suggestions, advice, and education. Want to learn the difference between a vintage find and junk? Want to know how to make your home a place that friends associate with the best in life? Want to know what message your method of arranging art sends? *Modage* is like having two of the West Coast's hottest young designers take your hand as you learn to show off your individuality in the way you decorate your home, decorate yourself, and entertain your guests. And best of all, Ron and Jaime take it one step further—because a fabulous home is only the first step to creating a fabulous life.

You don't have to live in California to live it up *Modage* style. Visitors to Los Angeles know that the brightness, nostalgia, and the hope of opportunity infuses the city and its architecture with a certain magic that *Modage* will translate and make accessible for readers looking for a portal into that world. You can have the glamour and the fun. You can even have functionality without being sterile. Whether you live in a studio apartment or a 6,000 square foot home, you can bring back the good life, and *Modage* will show you how.