

Modern Comes to the Beach



FROM THE EMERALD CITY TO THE EMERALD COAST:

Partners Todd D. Reeves and Jorge I. Saiz have arrived in northwest Florida from the land of Oz (Kansas) and opened their Modern Interiors and Lifestyle store in Destin on the Emerald Coast Parkway.

Their roundabout tour began in New York City, where the duo first met in the late 1980s. Reeves, originally from Kansas, returned to his hometown of Topeka in 1993 to attend to family obligations. Saiz, whose family emigrated from Cuba to the New York City area when he was a child, also relocated to Topeka. The pair opened their first Interior and Modern Lifestyle store in Topeka 13 years ago, eventually expanding their business to include clients from central and northeast Kansas, as well as a design office in Kansas City, Missouri.

A vacation to Destin seven years ago introduced the pair to the seductive beauty of the Emerald Coast. More vacations in the area followed over the next several years, and in the spring of 2007, Reeves and Saiz decided to permanently relocate to Destin, bringing with them a cool new style for beach living, and a fresh attitude toward interiors and design.

“In our stores,” says Saiz, “we certainly don’t want what everyone else has—that is why we are different. Stylistically,

we range from Transitional to Extreme Modern, and everything in between. That is our niche. We were successful in Kansas, an area of the country that is definitely more traditional, by reflecting a lifestyle of modern, easy, comfortable living. We were able to bring a more modern style to our customers, and we hope to be successful doing the same here.”

ISIDRO DUNBAR MODERN INTERIORS is now open in Destin and making inspired living and eclectic design available to home and condo owners all along the Emerald Coast. One step inside their gorgeous store and one experiences the ultimate statement of sophisticated style and modern design, a collection that fits into the easy living of the Emerald Coast, items that are different from “the norm.”

Displays of furniture, artwork, accessories, and lighting are grouped around the 4,000-square-foot space, inviting the customer to relax in an elegant leather living room grouping, lounge in a funky orange chair, sit at a sleek chrome and glass dining table, admire a wall of colorful paintings, or switch on a chic floor lamp.

The collections that Reeves and Saiz carry on the floor of their Modern Lifestyle store include American Leather, AU, Bontempi Casa, Elite Modern, and Carter. They have on-hand an array of rugs, lighting, artwork and accessories that fit into today’s modern lifestyle. Although they have chosen to focus on certain specific lines of furniture for their store, they have access to all the great contemporary and modern home furnishings lines for their clients.

“We can and have done traditional,” explains Reeves, *continued on page 52* ➤

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Todd Reeves, co-owner of Isidro Dunbar Modern Interiors



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“but we really do understand modern like no one else! We understand trends, understand color, and understand what people want in their homes today. People dress with style, so their homes should reflect that same style.”

“We have been doing this for years,” he adds, “and we know who the great vendors are. Our store changes frequently, so you never know what you might find.”

One thing you are sure to find at ISIDRO DUNBAR MODERN INTERIORS is a team of design experts anxious and able to offer their clients full interior design services and assistance with building, remodeling, or just “freshening up” a home or condo. Reeves and Saiz understand space, proportion, style and easy living. When consulting with their clients, they concentrate on working with them to



Jorge I. Saiz

Todd D. Reeves

make every space feel comfortably relaxed, effortlessly cool, and truly a home.

Their philosophy is simple: people come to the beach to relax, to spend time with their friends and families, not to be “fussy”.

“A home at the beach should be just like that,” says Saiz. “It should be easy to maintain, easy to clean, and easy to live in. It should be a space with comfort, style, sophistication and class—a home that reflects its owners.”

“It should be easy to live here,” reiterates Reeves.

“You don’t want to worry about your furnishings. Make life easier on yourself. Going modern allows you that time—the time to enjoy the easy life that Destin and the surrounding area offers.”

If you want to go modern, or just want to experience one of the most innovative, colorful, and cutting-edge stores in the area, visit ISIDRO DUNBAR MODERN INTERIORS, located at 36074 Emerald Coast Parkway (adjacent to Cox Pools). Hours are Monday through Friday 10 a.m. - 5:30 p.m. and Saturday 10 a.m. - 3 p.m., or by appointment.

Call Todd or Jorge at (850) 269-1699, or visit them on the web at www.idmoderninteriors.com.

