

Business

Nature inspires new home décor business on Chicago Drive

By KRISTIN CHURCHILL

Nature provides the inspiration for Hudsonville resident Julie Wynalda's home décor designs.

"I bring the outside inside," Wynalda said. "Even the most contemporary of décors can be warmed up with natural elements."

Wynalda recently

expanded her home décor business, True Vine Creations, into the new building at 5410 Chicago Drive in Zeeland Township. She is celebrating the opening of her store with an open house from 10 a.m. to 4 p.m. Saturday.

Wynalda said her home décor ideas will fit with any style, from traditional to

contemporary to cottage to classic. "I have seasonal elements as well as transitional décor pieces to suit anyone's home décor palate," she said.

Her home décor items range from floral designs to artwork to clocks to tables to children's bedding and almost everything in between. She described the items as "very affordable without compromising on style."

Wynalda said a popular home design idea right now is a heirloom wall of family photographs highlighted by hand-finished frames. "It's a way of anchoring the home," she said.

Wynalda, who has a background in pharmaceutical sales, described her decorating skills as a blessing. "It's a gift from God," she said, adding she's always had a love for floral arrangements and was prompted to start her business three years ago after her husband lost his job.

Wynalda's husband soon found another job and she continued with her flourishing business. She



Hudsonville resident Julie Wynalda recently expanded her home décor business, True Vine Creations, into the new building at 5410 Chicago Drive in Zeeland Township.

ran her business at her home through her Web site www.truevinecreations.com. She started featuring her creations at craft shows and home parties. She also began working as an interior design consultant. And her talent is evident from her success, which included

winning the 2005 and 2006 Parade of Homes Award of Excellence for Best of Interior Merchandise.

Wynalda said it's a privilege to decorate someone's home. "It's their space, not my space," she said. "It's an extension of them."

The store includes a play

area for children while their parents shop.

True Vine Creations is open from 10 a.m. to 5 p.m. Monday, Wednesday, and Friday and 10 a.m. to 4 p.m. Saturday. For more information, call 450-1612 or visit www.truevinecreations.com.