

Deborah DiMare with her dog Lucca.



GET LOUD

Meet Deborah DiMare, global influencer for the vegan design movement.

By Anne Carol Lucas

"I was living in the bliss of ignorance until I was ready", explained Deborah DiMare, founder of DiMare Design and *VeganDesign.org*. Deborah believes that everyone becomes aware at the right time. As she says, "There are no coincidences. All decisions lead towards your path."

DiMare is most grateful for her turning point, which was the outcome of viewing animal cruelty videos. "The videos consumed me with sadness. I had been purchasing overpriced accessories, which had been made from leather and crocodile, ostrich and other skins. It was hypocritical of me to sit on my leather sofa with my dog, Lucca, by my side after acquiring such knowledge and insight. My mission became one to change social consciousness and to educate". DiMare changed course 15 years ago when she founded DiMare Design, an ultra-luxury design business. Through it she has become an author, TV personality, educational speaker and global influencer for the vegan design movement. Her vegan design expertise has been featured on the *Today Show*, *NBC*, *TLC*, the *Huffington Post*, *Ocean Drive*, *Veg-News* and *PETA*.

Her transition to all vegan, cruelty-free and sustainable alternatives was done at an unprecedented pace as a result of her newfound passion. "It was not only the humane choice, but it brought the gift of positive energy along with it. Vegan made products are more durable, easier to maintain and are attracting the ever-increasing socially conscious consumer. Well-priced alternatives are causing the corporate giants in the world of interior design to change. It is a win-win for all. It is important to open yourself up to new concepts and be educated for humane options, which is necessary for this generation and the next. The marriage with vegan decor has provided good energy, as there is no blood or tragedy attached". DiMare pointed out the transition had been made in the fashion industry regarding the use of furs and leather and although at times it regressed, it is now on track due to education, trends, and the voices of leaders in the fashion world.



Compassionate bedroom in a summer estate.

"THERE ARE NO COINCIDENCES. ALL DECISIONS LEAD TOWARDS YOUR PATH."



Cruelty Free Family room overlooking beach.



Formal Dining room vegan style.

Deborah DiMare is the respected voice in the world of interior design. DiMare explained, "Vegan products are just so much healthier. They are free of carcinogens and other poisons and feel great on your skin. They do not feel or smell like animals, and are great for people with sensory challenges including Autism. There are so many alternatives. Banana silk mimics real leather, Pinatex, pineapple "leather", ultra suede, tencel, microfiber, hemp and oilcloth are all terrific and are easy to clean up. Cork is great to work with. It is stripped from trees without damaging them. It is an Eco-friendly option. Mushroom leather is softer and can create density, which is a unique option for design."

DiMare went on to explain how companies are changing as they see the public is desirous of alternatives and are backing it up in their purchases. All of Tesla's interiors are now vegan, with a steering wheel vegan option upon request. Other carmakers are following suit. The perception of added comfort no longer equates. Vegan alternatives now are clean, durable, elegant, comfortable, and add health to the home. DiMare believes going vegan in your furniture and decor is a way of life. Her conviction in refusing to offer furniture and decor made from living beings is saving animals from being slaughtered, workers from dying in filth, lessening toxic conditions that trigger illness and helping the planet from screaming in pain.

DiMare also created the online Vegan Design 101 Class to educate industry professionals and design-loving consumers about vegan home decor and non-animal derived textile options in order to create healthier, fabulous humane spaces. Through this course the vegan design community has grown 500% since 2014. Her class is affordable matching the student's knowledge, passion, creativity and helps them take action in marketing and community awareness. Every person who completes the class has an opportunity to become an Ambassador and promote the vegan design movement to others. *Vegan-Design.org* has a council as well for businesses and industry professionals to join. Council members can display the *Vegan-Design.org* badge on their website, store fronts, products, signature line and all marketing material. It's a strong, passionate and connected community.

"All decisions take us on our path" expressed DiMare. She listened to her heart and followed it boldly. Deborah DiMare became aware at the right time for herself. She has imparted the gift of empathy and kindness by educating those who are ready to hear, and they are many. Their voices are LOUD brimming with excitement and positive energy. Without a doubt, their impact will continue to reap rewards for many, many years. 🍷