

MARNI

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we are. The more we align with how media say our home should look, the greater our unease and the feeling that our homes are not quite right.

Marni: What do you hope consumers learn from your research?

Grant: I want them to be aware of how media are creating expectations, and to reflect on why they want to make certain changes in their homes. Is it what they want and like, or what the media or market wants them to want? I want them to know that it's OK to put their personal stamp on their homes.

Yes, your home is a financial investment. Someday its resale

value will matter, but meanwhile, a lot of your life will unfold here. Don't live in a house you've designed for somebody else. If you recognize that the media is pushing you, maybe stop and say, "Hey, I like my flowered wallpaper."

P.S. As Eleanor Roosevelt said, No one can make you feel inferior without your consent. I still want new counters.

Marni Jameson is the author of six home and lifestyle books, including "What to Do With Everything You Own to Leave the Legacy You Want," "Downsizing the Family Home – What to Save, What to Let Go" and "Downsizing the Blended Home – When Two Households Become One." You can contact her at www.marnijameson.com.



Market Pressure Many home remodelers turn to social media and home magazines for inspiration, but they should be careful not to lose sight of what they like and want in the process, consumer researcher says. Photo courtesy of Rosshelen/Dreamstime

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