

**MARNI**

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the basis anyway. The reality was I wasn't living the Real Simple life. I was still working crazy hard and raising kids.

But the premise remains. After I left Real Simple, I realized the goal was not to attain some idealized version of an organized life, but to create the life that works for you. Your idea of order is not mine. I have been chasing that ever since.

**Marni:** Since you began editing magazines about organizing, what are the biggest changes you've seen in the field?

**Carrie:** The level of customization has increased tremendously, and there's no end. We have also witnessed a boom in the consum-

erization of organizing. We now have an array of tools at various price points for every space you can think of. We have kitchen organizers, office organizers, and even racks to hold our underwear. (Marni: We do?) Real Simple was part of that, so was California Closets as well as the Container Store.

**Marni:** What advances have been made in home-organizing systems and products?

**Carrie:** We've seen many innovations in merchandise: laundry basket with dividers, so you can separate clothes into lights and darks, and don't have to sort them later; storage containers that divide and protect your Christmas ornaments. And, because organizing and saving space are close cousins, we now

see merchandise designed to use less space, such as cups that stack. We continue to see more furniture doing double duty by providing storage, such as ottomans where the top comes off and window seats with drawers. The space-saving Murphy bed has come a long way and is on the rise, especially since COVID.

**Marni:** What do people today typically want in a home organizing system?

**Carrie:** Flexibility. Because the workplace is changing, and many of us are not going into the office, our wardrobes are changing. They're simpler. Look what's happened to our dry-cleaning bills. (Marni: Silent cheer!) Tech guys put an end to suits in favor of jeans, sneakers, and hoodies. Culture shapes our wardrobes, and

our closets should evolve, too.

Oh, and more outlets. Consumers want to plug in everywhere, whether in the closet or at the dining room table.

**Marni:** So, what is the secret to living a beautiful, organized life?

**Carrie:** Organizing is not the secret. Maintenance is. Living a beautiful life requires an investment every day. As in every area of success, you need consistency, discipline, and commitment. Don't coast. Stay on top of it. That pretty much works for everything, doesn't it?

*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*



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the Blended Home – When Two Households Become One." She can be contacted at [www.marni-jameson.com](http://www.marni-jameson.com).

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