

## SophiSticate Interiors

### Improving Lives of the City's Less Fortunate One Design at a Time

SophiSticate Interiors, a stalwart in the Bay Area's Interior Design community offers a complete range of services from Home or Office consultations to full-scale Design projects for commercial and residential clients.



**Redesigned unit for homeless father and son**

The firm was founded on the principle of taking "old-world French" Design and blending it with the lines and functionality of modern style. Years of accolades and positive testimonials indicate SophiSticate has delivered on its mission.

*SophiSticate Interiors now allocates nearly 50 percent of its available resources for charitable Design work.*

SophiSticate Interiors

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**Sophie Azouaou**  
**Owner**  
**SophiSticate Interiors**

A French native, with sixteen years of Interior Design experience, Sophie is the owner of SophiSticate Interiors. She is an Interior Designer, a Color Specialist, and ASP™ (Accredited Staging® Professional). Sophie is the first ASP™ in Alameda where she lives.

Sophie has developed her distinctive, sophisticated style growing up in France



This lagoon view kitchen echoes warm summer days. The combination of Carrera honed marble counters, white wood finish custom- cabinets and Viking stainless steel appliances create a refreshing and cooling effect. Pearlescent glass tile back splash adds luster and dimension to the room.



The glow from the French crystal chandelier reflects on the mirror and illuminates the room. French porcelain urns and a natural floral arrangement come to life.



Sophie Azouaou, the Founder and President of SophiSticate, an Interior Designer for sixteen years has earned a laundry list of credentials in the field of Design including a law degree with a minor in art. She is also a certified Color Specialist and an Accredited Staging Professional (ASP™).

Sophie is the Design columnist for The Hills newspapers, the East Bay Daily News, and was nominated the Design and Fashion Critic for the San Francisco Sentinel. She is a board member of the International Association of Home Staging Professionals (IAHSP) and the founder of the IAHSP Foundation with Barbara Schwartz. Sophie is also a board member of Raphael House, San Francisco oldest homeless shelter and a member of the International Furnishings and Design Association (IFDA) She is the featured Interior Design expert on Open House and Hot Properties Bay Area broadcast radio shows.

Recently the firm has broken new ground in the Interior Design industry by leveraging home Design to improve



and traveling extensively through Europe where she was exposed at an early age to a variety of decorative styles. She keeps up to date with the latest Design trends by regularly attending international conventions and seminars.

She is an active member of the San Francisco Community, writing for local newspapers, sponsoring sports events and speaking to many women's groups. She helps contribute and gives free services to numerous community-based charitable organizations. Sophie is all about "giving back" to the City that has afforded her so much success.

Her goal is to create beauty around her that is reflected in her love of the arts.

She and her husband have been long time sponsors of ODC Dance Company of San Francisco and are partners of Rosenblum Cellars winery, which has produced many award winning Zinfandels.

Read fashion [articles written by Sophie](#).

the lives of San Francisco's less fortunate residents.



**Sophie Azouaou with mentor Bella Farrow and husband Nourredine Azouaou**

Azouaou states, "When a family's home is clean, properly furnished, and decorated, it improves all aspects of the lives of the residents who live there. I have witnessed first hand the dramatic effects a professionally designed home can have. I feel that if I want to live my life and operate my business in the most prudent manner, I'd be remiss if I have the ability to help and don't."

Although Azouaou has utilized her unique brand of giving back for over a decade, SophiSticate Interiors first became publicly recognized for its community work last December, when in association with Benefit Magazine and CitiApartments, SophiSticate Interiors rallied the support of the Interior Design community to furnish and decorate two apartments that were provided for homeless families for a dollar a year.

Spring boarding off the tremendous success of the program, SophiSticate again organized the Design community to underwrite a complete remodel of San Francisco 's oldest homeless shelter, the Raphael House.

Since being awarded a City Proclamation for the effort by Mayor Gavin Newsom and the press that followed, SophiSticate Interiors has been called upon for numerous other pro-bono design projects most of which have been accepted.



Mayor Gavin Newsom joins Sophie for the inaugural ribbon cutting of the Raphael House redesign.



**Paul Corso (Executive Director, Benefit Magazine),  
Sophie Azouaou (Owner, SophiSticate Interiors),  
Nouri Azouaou (Rosenblum Cellars partner), Pat  
Murphy (Publisher of SF Sentinel)**

SophiSticate Interiors now allocates nearly 50 percent of its available resources for charitable Design work. Sophie Azouaou's commitment to giving back is also reflected in her association with Benefit Media Inc, a San Francisco based media company chartered to be the resource and inspiration for charitable giving. Azouaou is a board member of Benefit Magazine, partner, and serves as the Director of Special Projects in a pro-bono capacity.

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## **Acknowledgements**

Images: Swafford Imaging [swaffordimaging.com](http://swaffordimaging.com)

Photos taken at the Bently's Penthouse in Nob Hill San Francisco

Hair by: Hair House, Alameda , CA 510.522.5566

Black Dress: **Robert Cavalli from Saks 5th Ave, SF**

Rubies and 22KT gold leaf necklace from Amber Marie Bently Haute Couture Collection

Black Suit: **Prada from Saks 5th Ave, SF**

Pink Cluster Fresh Water Pearls Necklace from Amber Marie Bently Haute Couture Collection

Red Dress (cover photo): **Prada, from Saks 5th Ave, SF**

Sapphire, Salt Water Pearls & 18kt gold form Amber Marie Bently Collection

Jewelry by **Amber Marie Bently**.

Amber Marie Bently has cultivated a lifelong interest in Eastern history and culture. She has traveled extensively

throughout India , and draws her inspiration from these experiences. Amber Marie received her education in fine jewelry craftsmanship from the acclaimed Revere Academy where she will finish her degree in 2008. You can find Amber's jewelry at Kamalaspas, the day spa and salon she owns and manages with her husband Christopher Bently. You can also find her collections at Manika Jewelry located at 11 Maiden Lane, San Francisco, CA (<http://www.manikajewelry.com/>).

For more information about Amber Marie Bently Jewelry, please visit <http://www.ambermariebently.com/>