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As Luxury Interiors Grow More Expensive, Why Do They Look the Same?

Dixie & Grace expands its curated sourcing platform, bringing artisan craftsmanship, holistic design expertise and personalized sourcing to homeowners, yacht professionals, estate managers and the design savvy seeking interiors with lasting character.

Jupiter, Fla. — Luxury has never been more customized—or more boring.

From waterfront estates and private aircraft to yachts, many of today's most expensive interiors are increasingly defined by the same furnishings, familiar silhouettes and restrained neutral palettes. Despite unprecedented budgets, too many luxury spaces have become visually interchangeable, sacrificing personality for predictability.

Designer Sara Fattori believes luxury has lost something along the way.

"Luxury should never feel generic," says Fattori, founder and lead designer of Dixie & Grace. "The most memorable interiors tell a story. They reflect the people who live in them through craftsmanship, color, history and thoughtfully curated details—not simply through expensive furniture."

Drawing on decades of interior design experience and an extensive network of artisans and heritage manufacturers, Dixie & Grace is expanding access to resources traditionally reserved for full-service interior design commissions. Through its online design shop and personalized sourcing services, the company connects homeowners, yacht owners, family offices, estate managers, yacht pursers, hospitality professionals and designers with handcrafted furnishings, custom linens, artisan tableware, lighting, textiles and decorative accessories from around the world.

"People often ask for a particular style—coastal, Mediterranean or British Colonial—however, those labels are only the beginning," Fattori says. "What gives a room its character is how every element relates to the next. That's what transforms a collection of beautiful objects into an unforgettable environment."

The firm's curated collections reflect that philosophy, pairing handcrafted furniture with custom textiles, artisan glassware, linens and decorative accessories selected to complement one another. Instead of asking clients to navigate hundreds of disconnected choices, Dixie & Grace presents cohesive design narratives that simplify the creative process while preserving individuality.

The expanded sourcing platform also addresses a practical need in the luxury market. While major design firms typically focus on complete interior commissions, many yacht crews, estate managers, family offices and homeowners need help sourcing exceptional replacement pieces, restoring heirlooms, selecting custom tableware or coordinating artisan-made accessories. Dixie & Grace provides professional design guidance without requiring a full-scale redesign.

For Fattori, the mission remains the same.

"Craftsmanship tells a story that mass production can't," she says. "Whether we're furnishing a home, a yacht or sourcing one exceptional piece, our goal is always the same—to create interiors with identity, warmth and lasting meaning."

About Dixie & Grace

Dixie & Grace is a luxury interior design firm serving residential, marine, and aviation clients. Through its design practice, curated retail collection, and custom framing division, the firm brings together exceptional craftsmanship, bespoke furnishings, and global sourcing to create interiors designed to endure. Headquartered in Jupiter, Florida, Dixie & Grace is an official licensee of America250 and Freedom 250 and offers a framed edition of the Declaration of Independence as part of those commemorative programs. Sara Fattori's corporate clients have included Ritz-Carlton, Hyatt, Coca-Cola, Tiffany & Co., Microsoft, Cogen Technologies, and leading law firms throughout New York, Miami, and Orlando.

For more information and founder biographies, visit:

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