

SWEDE SENSATIONS

Lorrie Fitzgerald's tiny Hingham store packs a big design punch.

BY ANNE VICKMAN

When she was eight years old, Lorrie Fitzgerald got to select her own bedroom set: a painted French Provincial number that, 30 years later, belongs to her daughter. While taking design classes at the BAC, Fitzgerald discovered that the European-made furniture she'd cherished as a child had become a rarity in America. So in 2009, the newly minted decorator launched the website Swedish Blue, making that style of bedding, accessories, and furniture more accessible to European-design aficionados. Building on her success, last spring Fitzgerald opened a brick-and-mortar shop in Hingham. "The store is for people who really like to do their own decorating and need sources for fabrics and furniture," she says. "I specialize in helping them pull things together." 292 MAIN ST., HINGHAM, 617-750-8218, SWEDISHBLUEDESIGNS.COM.



1 BEST INVESTMENT

Country Swedish's twin-size Christine-lund headboard (\$2,700) can be custom upholstered.

2 MOST VERSATILE

Made from hemp and silk, this pillow (\$135) comes in 20 colors.

3 OWNER'S FAVE

The Raoul Textiles' linen fabric on this custom-upholstered cushion (\$375) is a sublime coral hue.

4 MADE LOCALLY

This box pillow (\$300) in Summer Hill regatta fabric was crafted by hand in Hingham.

5 SPACE SAVER

"It works really well in an entranceway or master bedroom," says Fitzgerald of this Country Swedish fir chest (\$3,200).

6 AVANT-GARDE OPTION

This geometric table lamp (\$375) boasts a clean, modern aesthetic.

7 KID-FRIENDLY

Fitzgerald suggests hanging this 23-inch French-style mirror (\$350) in a hallway or child's room.

8 SHOWSTOPPER

Madeline Weinrib's Tibetan wool rugs (\$2,000–\$21,500) create instant drama.

9 EDITOR'S PICK

Bright, reversible silk bedding (\$140–\$580) from Designers Guild adds luxurious texture to any bedroom.

10 MOST POPULAR

Shoppers often mistake this inlaid mahogany buffet (\$2,800) for an antique.