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Executive of the Month: As president of Roxane Mosleh & Associates, Roxane Mosleh is exceeding expectations

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Bridgehampton, NY If Roxane Mosleh, Allied ASID, Assoc. IIDA, was in the entertainment industry, she'd be considered a triple threat. She's a formally educated interior designer, experienced construction project consultant and licensed real estate agent. She earned her degree at SUNY Fashion Institute of Technology's Department of Interior Design. Her construction experience comes from working with real estate investors, builders and developers on diverse projects. She also is a successful real estate agent with the luxury real estate brokerage Saunders & Associates. As president of Roxane Mosleh & Associates, LLC, a full-service interior design studio and project consultancy serving the commercial, multifamily and luxury residential real estate and construction markets, Mosleh leverages the full breadth of her experience, which also includes that as the owner of Southampton -based Pomme New York, Inc., dba Missoni Home, the first home furnishings retail location exclusively dedicated to the Missoni brand. This 360° experience has been a clear

differentiator for Mosleh and why she's fast-becoming a go-to resource for discerning investors, builder/developers and architects.

Interior, Mosleh-designed home in Shelter Island, N.Y.

Designing from the Outside In

Mosleh has a well-established process for all projects. "When working with an end-user client or investor, we start with the project's goals and purpose. I personally assess the land value and benefits, and work together with other members of the professional team to build a project," said Mosleh. "Whether it's an investment property or not, completing the project on budget and on time, while meeting the goals we set forth, will only benefit the client. Furnishings will finish space, however, a complete design concept, from the outside in and the inside out, will tell an entire story."

One example of her design process was a Meridian Rd. project in Miami Beach, Fla. for which she collaborated with the builder/owner and architect. The final design and sale price far exceeded all expectations and earned the project a prominent back cover in "Interior Design Review - Best Design on the Planet" (published 2019 Teneues). That recognition did not come overnight. Like many successful people, her start was marked by learning the ropes in various roles.

Exterior, Mosleh-designed home in Miami, Fla.

If You Can Make It Here...

Mosleh's first job was as a design assistant to the vice president of SPACE (i.e., STORE Planning, Architecture, Construction and Engineering), a division of Federated Department Stores. The position exposed her to design, construction and the outfitting of multi-location commercial spaces. Seeing projects emerge from the drawing board to reality thrilled her then and still does. She went on to hold other positions at a Knoll Office dealer, Design Within Reach and Nova Studio International. At Nova, she was responsible for European home furnishing brand relations and headed the New York sales and design team. In December 2012, in partnership with her husband, she collaborated with Missoni Home, she owned and launched the leading Italian manufacturer's only brick and mortar location in the U.S. In parallel, her store, Pomme New York, was also succeeding, offering other home furnishing brands such as Kartell and Roberta Schilling, as well as interior design services.

Interior, Mosleh-designed home in Miami, Fla.

In 2017, Mosleh decided to expand both her knowledge and offerings by obtaining a New York State real estate license. She initially joined Bespoke Real Estate in Water Mill, before ultimately joining Saunders & Associates along with her husband, Bobby Ginsberg and mother, Alyette Mosleh, a veteran of the Long Island real estate industry. “I am blessed to have her; her knowledge, kindness and confidence around me,” said Mosleh. “I lost my father in 2015 and I simply cherish that I have my mom to partner with in every single aspect of life.” At Saunders & Associates, their team currently holds over \$20 million in exclusive real estate listings in the Hamptons market. Mosleh focuses on listings generated from builder/owner relationships and privately-owned homes some of which were designed by Roxane Mosleh & Associates. To fully complete her portfolio of services, Mosleh is scheduled to sit for the Florida State brokers exam in 2020.

Customized, Turnkey Services

Mosleh decided to start her own design/project consultancy firm when realizing she had the essential knowledge that would be most valuable to investors, buyers, homeowners and builders. At Roxane Mosleh & Associates, clients are offered a turnkey service from project conceptualization to completion. “As the owner, I oversee a team of designers and project managers, including all trades awarded the project,” said Mosleh. “I am the direct liaison between the end-user client, general contractor and trades, and manage all budgets and estimating for rollout.”

Working in three of the world’s most competitive markets—The Hamptons, Manhattan and Palm Beach, Fla.— requires more than just knowledge and strong skills. Building the right relationships has been the key to Mosleh’s success. “I surround myself with people I admire and want to work with and for. It betters me, my knowledge and my business.” One of her most interesting projects was a complete transformation renovation rebuild of an original Ralph Kast home on Shelter Island, New York. Mosleh said, “The owners saw value in salvaging and restoring the home rather than demolishing it. It went from a wood-paneled creek cabin to a waterfront modern masterpiece.”

According to Mosleh, “The current interior design trends dictate the aesthetics you’ll see in all cities. The Hamptons and Palm Beach have both taken on a very modern direction, while maintaining the architecture of the respective areas. I love a clean aesthetically minimal space whether in Manhattan, the Hamptons or South Florida.”

The Equestrian Connection

Along with being a realtor, Mosleh’s husband is a professional equestrian/jumper rider, who runs the Riverhead-based Bobby Ginsberg Show Stables, a successful equestrian center on Long Island’s North Fork. “Bobby’s relationships and lifetime contributions to the equestrian community have, in turn, contributed to my business,” said Mosleh. “We live between Long Island’s East End and Wellington, Fla., the horse capital of the world. Immersing myself in communities with clients that invest in real estate, design and prominent sports has often woven our businesses together.” It also has inspired her company’s sponsorship with CTREE, the Center for Therapeutic Riding on The East End.

Another non-equestrian related organization she supports is Operation International, a 501(c)(3) non-profit, formerly known as International Surgical Mission Support, which provides medical aid to adult and children in impoverished countries. Mosleh and her husband sponsored multiple amputees from the Kooki Kingdom in Uganda, helping rehabilitate them and enabling them to becoming productive members of their communities.

As the mother of a four-year old son, balancing business with motherhood isn't always easy, but as Mosleh said, "My son is the root of my drive, and his happiness and stability is my ultimate success."

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