

Glencoe resident behind Divvy House Interiors and Design

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Anyone who tunes into an HGTV show will hear plenty of trendy home renovation and design terms, but Glencoe's Amy Erb, founder of Divvy House, said that when it comes to creating a home that will evoke joy for years to come, it is a personal, functional, one-of-a-kind design that will truly stand the test of time.

Erb has lived in various places both domestic and abroad, spending her high school years in Lake Forest. Despite her love for design and studies in architecture, she pursued a career in marketing at DDB Chicago — a choice that may have left her longing for more creativity, but also gave her a leg-up when it came to business matters.

“Once I had a family, I realized spending time at a career that didn't leave me completely fulfilled, no longer made sense. So, I went back to school at the Harrington School of Design, obtained a master's degree and began working in home staging,” she said. “Not long after, I founded Divvy House, starting off with remodeling and renovations and evolving along the way.

“As Divvy grew, I could see how my past career experiences positively impacted my business. I'm grateful for the path I took.”

Along with Erb's own personal evolution is the evolution of her business.

Throughout the years,



Amy Erb, of Glencoe, is the founder of Divvy House Interiors and Design. PHOTO SUBMITTED

Erb has hired additional designers, all who have their own specialties. She ensures that clients are partnered with someone who can understand their wants and needs, all the while infusing some of Divvy's core values.

“Our approach is not corporate, it's personal,” Erb said. “I always start by interviewing a client to get a sense of who they are and where they are at. I help them identify family heirlooms that may enhance the style and design they crave. We blend modern with traditional pieces, and I always work with the idea of repurposing materials found within the clients home. Not only is this better for our environment and surrounding communities, but it personalizes the project. I also believe in renovating versus tearing down. Older homes are rich in history and quality materials. So much of what we already have can be used in an entirely different way.”

And, while glitz and

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glamour may fulfill some clients' wish lists, Erb always talks about functionality with her clients.

"I firmly believe the design should reflect the client's personality and that it should be functional," Erb said. "People want to come home to a space that is not only beautiful, but that is practical; a place

that can be used with ease and comfort."

Because Erb's business has been going strong for so long, she considers Divvy to be a one-stop-shop. She has relationships with contractors, architects and others who collaborate on projects. Above all, Erb said she derives joy from putting a smile on a client's face with a completed project that meets their needs from top to bottom.

"I look at a project as a puzzle and think, 'OK, how do I put all these pieces together?'" Erb said. "There is no better feeling than knowing I am able to make those pieces become a picture that reflects exactly what the client was hoping to see. When someone says, 'I'm so happy, this is exactly what I wanted,' I'm overjoyed."

For more information, visit www.divvyhouse.com.