



FABULOUS DECADE

Interior design and
construction firm celebrates
achievement

PHOTOGRAPHY: MARK WHITEHEAD

THEIR SLOGAN SAYS IT ALL: “Ten years of fabulousness.” RodRozen Designs is celebrating a decade in business, beautifying Vancouver through its interior design, renovation and contracting services.

But the RodRozen story actually begins earlier, when Steven Rod and Derick Rozen arrived 14 years ago from Europe. Derick has a background in the design and hospitality industries, and he began his career designing interiors and events, “making them beautiful and fabulous,” says Steven, president of RodRozen Designs.

As for Steven, his career began in marketing. He has administrative talents that, he says modestly, complement Derick’s creative

flair. Over the years, he watched Derick branch out, first into floral design and then into retail design, acquiring a client base. Along the way, the two men formalized their marriage in Canada and now legally share a last name, an amalgam of their two family names.

They established a small decorating business on the side for Derick that gained momentum through word of mouth and soon became his full-time focus. The momentum continued, and Derick also began conducting major renovations on clients’ homes, and venturing into the construction side of the industry.

About five years ago, Derick’s business in both retail and residential design so

preoccupied him that Steven began working part-time for the company. Keeping up the RodRozen tradition, Steven soon became so busy that, a year later, he joined the business full-time. Although it was by then well known among aesthetically inclined Vancouverites, the RodRozen business kept a low profile. “And then, three years ago, we took a leap of faith and a huge financial risk,” says Steven. “We took a chance and opened a showroom, exposing ourselves to the public. Three years later, we have a full-time staff. We’re now acquiring properties and conducting major renovations and home additions, including redeveloping sites into small multi-family dwellings, for resale.”

Steven places the company’s success squarely on his husband’s shoulders. “We offer services comparable to others. What separates us is our unique design perspective and the relationships and degree of engagement that Derick has with our clients. He takes care and pride to such a degree that clients become our friends.”

Those clients are a diverse group: young and old, established and new to the area. The project mix is now about 70 per cent residential and 30 per cent commercial spaces. The company offers interior design services but also tackles such large projects as renovations and the creation of homes from the ground up – from designing to contracting and managing the project.

Further branching out, RodRozen Designs has recently begun selling bio-ethanol fireplaces, manufactured by a company in The Netherlands. “There’s no need for plumbing or chimneys,” Steven points out. “You take a fireplace out of the box, hang it on a wall or stand it on the floor, fill it, and there you go. We fell in love with the product and distribute it across Canada.”

Having a work-marriage partnership is stressful for some couples, but the RodRozens seem to manage well. “At the end of the day we have a glass of wine to unwind, but once we’re done with the glass it’s the end of work discussion,” Steven says. “We’re good at making a separation between work and private life. We’ve found a very good balance.”

