

2023

# BELOCAL<sup>®</sup>

NORTH COASTAL OC



DISCOVER LOCAL FAVORITES

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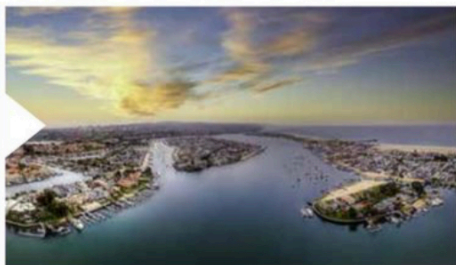
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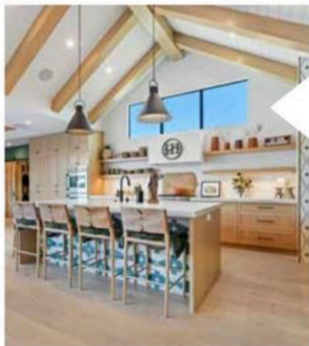
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WHAT'S IN A

# NAME?

By Danielle Slutzky of Flair Design House,  
BeLocal North Coastal Orange County  
Interior Design Contributor

## NAMING & BRANDING YOUR HOME

### IS THERE HISTORY BEHIND NAMING A HOME?

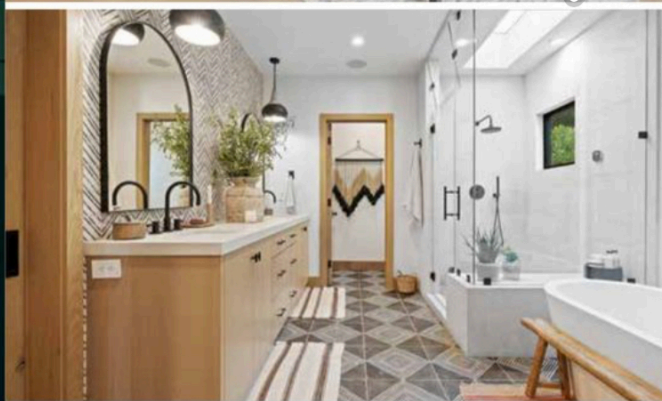
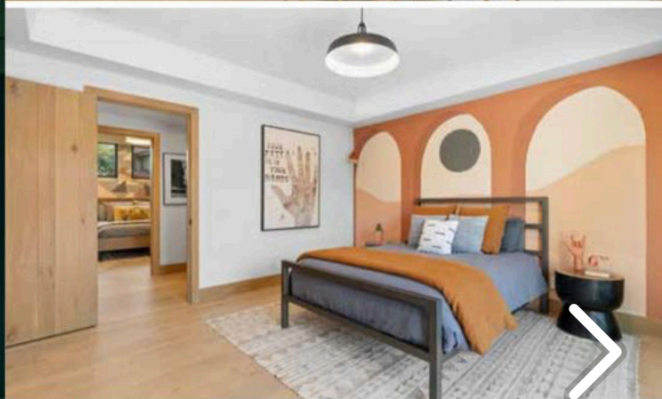
By most accounts, the history of naming houses was originally a British custom that began with the upper-class naming their birthright castles, grand manors and spacious halls. The custom eventually spread to the lower classes, including merchants and tradespeople. Traditionally, house names were based on the location of the house or who the house was connected to or owned by. This aged British tradition hasn't gained much traction in the US, except for stately East Coast or Southern homes, largely because of the storied pasts in the walls of those often historical homes.

### WHO CAN NAME A HOUSE?

Anyone can! The average homeowner most likely would not think to name their home, as most people believe that they need a fancy, large estate or acres of farmland to give their home a name. This is not the case! While it might be strange at first for friends and family to hear that you have named your home, eventually, they will see that the home takes on the life of the name, and it becomes a fun conversation piece when opening your door to visitors and guests. There is a definite "cool factor" to giving your house a name. If you want to up the uniqueness ante, create a logo or brand for your home as well.

### WHY NAME MY HOUSE?

If you are considering naming the primary residence that you and your family live in, consider no further! Your home is the carrier of your good energy, it welcomes family, friends, and sometimes even strangers, so it deserves a meaningful and memorable name. Naming your home somehow makes it cozier, and it can be the springboard for creating memories for children, grandchildren, extended family members, and friends. The house name can become intertwined inseparably with the house itself, binding lasting memories and feelings of homey comfort within.



If you have an investment property, such as a long-term, short term or vacation rental, consider giving the property a name. Whether a beach bungalow, a mountain cabin, or a lakeside house, naming the home and branding the home are ways to give your investment a presence, both of which serve to shine a uniqueness on the property and attract guests. Vacationers and houseguests are likely to be drawn to an interesting and memorable name; and after spending a perfect week on vacation at your home, the name will likely resonate with them or connect with them on an emotional level, prompting them to come back year after year.

## WHAT DO I NAME MY HOUSE?

Choosing a descriptive word that lends itself to your home is a great start... Home, Cottage, Bungalow, Condo, Den, Crib, Hearth, Homestead, Lodge, Quarters, Residence, Roost, Pad, Villa, Studio, Loft, Retreat, Place, Casa, Maison, Palacio, etc.

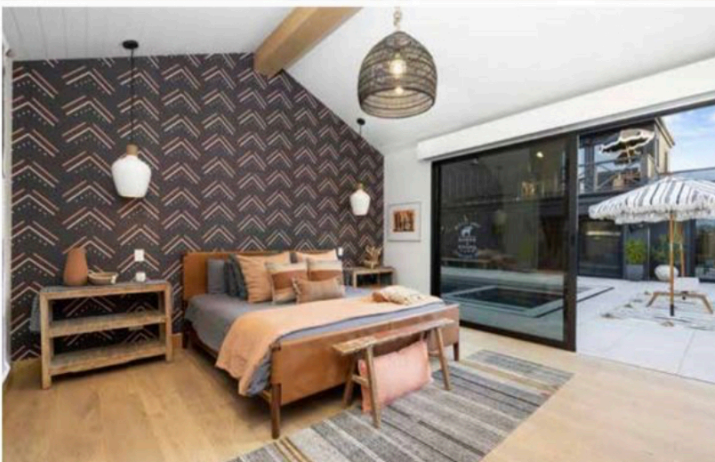
Then, think on a meaningful pairing that works with the above descriptor. Here are some inspirations to get you thinking...

- ▶ **SURNAME** – If your creative juices run dry, there is always the option to attach your last name or a meaningful family name to your home... Jones Ranch, Studio Redd, Archer Way.
- ▶ **RHYMING OR ALLITERATION WITH THE ORIGINAL DESCRIPTOR** – If you want it cutesy with this process, use rhyming words and alliteration, such as Gnome Home, Grace's Place, Bee Bungalow.
- ▶ **SCENERY** – Are there any vistas, views or scenic delights close to or viewed from your home? Think of words like Arbor, Ivy, Vines, Hills, Meadow, Ridge, Valley, Peak, Creek, River, etc.
- ▶ **HISTORY** – Is there any documented history associated with your home? Use words like Factory, Forge, Mill, Academy, Hall, School, Chapel, Sanctuary, Abbey, Acres, Estate, Homestead, Farmstead, etc.
- ▶ **LOCAL FLORA/FAUNA** – Are there local populations of flora and fauna in the area that you enjoy viewing? Perhaps the names of birds, animals or native plants in your locale such as Hawk, Crow, Beaver, Coyote, Bear, Agave, Oak, Cypress, Palo Verde, Lupine, Poppy, etc.

From these concepts, you can come up with a myriad of great names for your home... Oak Tree Farm, Arbor House, Dry Creek Retreat, Agave Acres, The Bear's Den, Old Mill Villa, etc.

## THE EVOLUTION OF THE HORSE &amp; HOUND

You might be wondering how on earth I have so much knowledge about or quite frankly, care so much about naming and branding homes! Well, the first thing I thought about when remodeling our current house and building it into our dream house, was its name, because I knew it was going to deserve a great one. Being both an avid bloodhound lover and horse girl, it was a name I had tucked away for years until it was time, and so the Horse & Hound was born. Soon after, I designed and created our house logo as well, a branded ying to the word yang of our house name. It's all about having fun, creating tradition, and bringing something charming back into the world. Visiting friends comment all the time that the Horse & Hound is more than just a house, it's an experience! My interior design clients are generally game to name their homes as well, so it's becoming a movement! I hope you will consider creating a wonderful branded experience for your family and friends in your house too. After all, there's no place like home!





**LOCAL TIP**



"I absolutely love Tupelo Junction Cafe in Newport Beach's Cannery Village. It's a small, Southern-charm-influenced gem, with indoor/outdoor seating. Favorites like the Buttermilk Biscuit with Jumbleberry Jam, the Fried Chicken Salad with Herb Buttermilk Dressing, and the refreshing Mississippi Margarita keep us locals coming back for more!"  
- **Danielle Slutzky** Flair Design House

