

MAGGIE CRUZ HOME + INTERIOR DESIGN



“First and foremost, we are all about collaboration with our clients. Synergy is key.”

For Maggie Cruz, principal of namesake Maggie Cruz Home + Interior Design, the journey to success has been deeply intertwined with Miami’s vibrant culture. The Bird Road Art District-based creative has won a plethora of prestigious awards for her elegant, regionally informed take on traditional spaces. Infusing classical sophistication with surprising moments inspired by the colors, shapes, light, landscapes and history of South Florida, she has become known for making new construction look refined, yet lived in. But the project that put her on the map was a historic reno in 2008, where Cruz brought new life to an original 1920s George Merrick home in Coral Gables. “We managed to create a breathtaking five-bedroom, six-bathroom custom home, built around two 100-year-old oak trees,” she says. “Pictures of the project’s ‘Cuban Kitchen’ circulated virally within the trade and caught the eye of some scouts and editors.” Ultimately, that sparked well over a



INTERIOR DESIGNERS
MAGGIE CRUZ, PRINCIPAL

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decade of project features and a growing clientele. It has kept Cruz and her team busy, but that doesn’t mean they haven’t dipped toes into other pursuits. In 2018, they launched Maggie Cruz Home at High Point Market. The furniture line has become something of a fan favorite, offline and on. “We’ve leverage platforms like Chairish and Perigold to reach new audiences.”

ASK THE EXPERT

What kinds of communities, areas of focus or types of projects do you specialize in?

Although my projects have taken me to New York, Casa de Campo and other popular hot spots, our projects are primarily located in exclusive South Florida communities, like Coral Gables, Cocoplum, Key Biscayne, Miami Beach, South Miami and Pinecrest. We specialize in new construction, working alongside top architects and builders.

Up to this point, what do you feel has been your greatest success?

This year marked my sixteenth in business and tenth as a mother. Personally, I think learning to balance those has been a great accomplishment. It has also historically been difficult to penetrate the top-tier design industry in South Florida, so I take pride in doing so as a local, female, Cuban American designer.



Top Cruz and team selected the furnishings and decor for this new construction in Cocoplum. **Left** Tucked away in South Miami, this home features eclectic furnishings and decor. **Right** A full remodel, including new furnishings and decor, brought renewed style to this Hammock Oaks home. **Opposite left** A new construction in Ponce Davis now features thoughtful details. **Opposite right** The Habanera console is an original design by Maggie Cruz Home.

Photography Top & Opposite left by Mark Roskams; Left by Jessica Glynn; Right by Zach DeSart