

WHAT'S IN STORE / high style in Oakland

"As an Oakland resident, I desire to spend my money and generate revenue in the city where I live," affirms Jeanette Sanderson Patterson, CEO and owner of P_s Home, a new mid-scale-to-upscale design store in this northern California city. P_s Home is the result both of Patterson's expanding interior-design business and the changing face of Oakland, a city with a bad rap that has lately been attracting dot-coms, media and high-tech firms, as well as a budding community of artists. Because of a dearth of design stores, says Patterson, this hip new clientele has typically bought furniture in other cities.

Patterson's new 6,000-square-foot retail space allows customers to visualize an entire look via vignettes in many styles:



an ethnically inspired Urban World that blends strong Asian and African influences, a Swedish arts-and-crafts grouping, a contemporary Italian collection and, in deference to the rage for Deco-inspired design, a 1930's Moderne look.

"It's one-stop shopping and designing," says Patterson, whose store has already attracted athletes and entertainers such as Gary Payton and Delroy Lindo. With the aid of professionals, customers browse for everything from floor coverings to candles and place mats. P_s Home, 2020 Mountain Blvd., Oakland CA 94611; (510) 338-0192; pshomesd.com.

—MARSHA KELLY