

A DECADE OF DESIGN: SALT DESIGN COMPANY SETS THE TONE FOR TIMELESS LUXURY LIVING

When visiting Red Bank, there is always something worth celebrating – from diverse dining options on restaurant row to the enviable proximity to the water and breathtaking views, trendy boutiques and shops, a variety of must-visit entertainment venues and top-notch businesses. And many who visit downtown Red Bank want to live near the bustling borough.

Sarah Brady, the founder and principal designer of Salt Design Company, saw this dream home wanderlust a decade ago. She brought her expertise, creativity and unique vision to the luxury residential market along the peninsula and the rest of Monmouth County. Her elegant yet simple signature style has charmed many prospective homeowners. Next month, her company will celebrate a special milestone, its 10th anniversary, with the same gratitude, class and style she pours into the spaces she designs.

After a fulfilling career in finance and a deep-rooted connection to the world of construction, Brady followed her passion for creating functional, well-designed spaces and founded Salt Design Company in 2014. She credits her coastal New England upbringing with inspiring her to craft timeless interiors that reflect the beauty of layered, curated design.

Salt originally opened its doors in Asbury Park. In 2020, Brady relocated its offices to Red Bank. The town's vibrant community and blend of historic charm and modern flair prompted Brady's move, making it the perfect location for Salt Design Company.

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Timeless Luxury Living

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“We work up and down the coastline. Red Bank is an ideal central location, allowing us to easily serve our clients throughout Monmouth County. The town’s proximity to many local makers, specialized vendors and luxury and award-winning builders allows us to collaborate closely and bring the highest quality and uniqueness to our projects,” Brady explained. The Salt brand epitomizes timeless elegance and functional beauty. “At Salt, we believe in crafting stylish, elevated and timeless interiors that transform daily rituals into moments of relaxation and inspiration. Our brand is defined by a minimalist aesthetic emphasizing intentionality and purpose, where each element in a space is carefully curated to contribute to an overall harmonious design,” Brady said. From the initial concept to the final installation, the company’s full-service approach oversees every inch and detail of the project, providing clients with a seamless and comprehensive experience. Salt’s presence in the luxury interior design market has been showcased for over a decade in new construction, renovations and furnishing projects. Salt aims to elevate everyday living while staying current with trends and true to its brand. “We achieve this by continually engaging with the latest design innovations, maintaining deep vendor relationships and integrating the highest quality materials and craftsmanship into our projects. Our commitment to timeless design means that, while we stay updated with contemporary trends, we also ensure that our interiors remain classic and enduring, avoiding the fleeting nature of short-

lived fads,” Brady said. Salt’s upcoming 10th anniversary offers a unique opportunity to reflect on the company’s journey. Salt Design Company has seen significant evolution and growth. From owning two retail stores, one in Asbury and the second in Fair Haven, in 2017, the company’s reputation and business model flourished. However, after recognizing Salt’s ultimate direction and strengths, the company made the bittersweet decision to focus solely on the interior design aspect of its business and close the retail stores. “This shift allowed us to channel all our energy and creativity into providing unparalleled design services to our clients,” Brady proudly shared.

As an all-female team, the company prides itself on fostering a collaborative and empowering work environment. The team constantly explores new design technologies and sustainable practices to incorporate into its projects. They are also committed to continuing their community involvement tradition by partnering with local organizations and participating in events. “As we celebrate this milestone anniversary, we are filled with gratitude for our journey thus far and excitement for the many possibilities ahead,” Brady said. “Our dedication to creating beautiful, functional spaces remains unwavering and we look forward to many more years of transforming homes and lives with our designs.”



SARAH BRADY



THE SALT DESIGN COMPANY TEAM

PHOTOS BY STACY LYLE

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OUTDOOR ENTERTAINING PLANNER

Pro tips for designing, hosting and relaxing like a guest at your backyard party

BY HOPE DANIELS

Prepping the house to be party-ready so you don’t have to do much except unwind can be an art that’s hard to master. That’s why we tracked down the experts. From decorating to dining to lounging, interior designer Sarah Brady offers an exclusive look at transforming your outdoor space into a welcoming extension of your home for entertaining friends, family and yourself!

Define Your Spaces

To make your backyard functional and inviting, create distinct areas for different activities. Consider a dining area with a large table and plenty of movable seating, a lounging space with outdoor sofas and coffee tables, and a dedicated area for activities like games or a fire pit. Consider these great table décor and dishes to dress up your tables and lounging space.



Sweet Butter Pastry Tart

Made with sweet dairy butter and delicately baked to a golden brown, these crostata tarts are ready to be filled with your favorite dolci dessert topping.
Sweet Butter Pastry Tart, \$22
Linen Lemon Block
Print Napkins, \$46



Meyer Lemon Spread

This zesty Meyer lemon spread is a wonderfully sweet, yet slightly tart addition to dessert. Meyer lemons are a hybrid between the lemon and tangerine, hence the warm yellow color.
Meyer Lemon Spread, \$18
Saffron Vanilla Candle
(made in the USA), \$44



Copper English Tub

The large Copper English Tub, aka, the “do everything tub,” is a big help for bashes. Whether it’s storing drinks for your next party, cooking your next large meal or simply displaying on your shelf, the handmade Copper English Tub is truly a new piece meant to last a lifetime. Made entirely out of copper, it features two brass handles.
Copper English Tub, \$320

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Incorporate Greenery and Landscaping

Natural elements create a relaxing atmosphere and enhance the overall aesthetic of your outdoor space. Use a mix of plants, flowers and shrubs to add color and texture. Consider adding vertical gardens, hanging plants or potted plants to maximize space.

Install Quality Lighting

Good lighting extends the usability of your backyard into the evening and creates a cozy, inviting ambiance. String lights, lanterns and pathway lights are perfect additions to uplift or deepen the mood. Brady suggests installing dimmable lighting options to achieve various effects.



THE HOUSE ON RIVERS EDGE POOL HOUSE
Linda Pordon Photography



Evander
Outdoor Pendant

This birdcage-inspired chandelier, on a braided abaca rope pendant, has airy rattan slats that let light shine through, highlighting the material’s natural beauty.

Evander Outdoor Pendant in small, \$910, or large, \$1,190.

nest., 32 Mechanic Street, 732-747-4704, nestforeveryone.com



Indoor/Outdoor
Rechargeable Lamps

These cordless lamps are perfect additions to brighten up the party. Pick up a few in different colors and scatter them along the patio on side tables, outdoor bar, or counters and watch the conversation flow!

Rechargeable lamps, \$119 each, additional decor prices vary.

Welcome Home, 111 East Front Street, Red Bank, 732-219-8700

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Incorporate Entertainment Features

Make your backyard the ultimate entertaining space by adding fun, unique features. A fire pit or outdoor fireplace creates a cozy gathering spot for cooler evenings. Consider an outdoor kitchen or barbecue area for cooking and serving food. If space allows, having a projector and screen for outdoor movie nights is always a fun event!



The True Dual-Tap Beverage Dispenser

Better Housekeeping Shop proudly presents the powerful, performance-driven, made-in-America refrigeration line, True Residential. Among the highlights of this brand, which excels in performance and offers numerous design, color and configuration options, is the True Dual-Tap Beverage Dispenser. “The True Dual-Tap Beverage Dispenser is a standout, providing exceptional value year-round,” said Michael Belforti, president of Better Housekeeping Shop. “Ideal for beer connoisseurs and entertainers, its exclusive airflow technology ensures a consistently frosty and refreshing beverage. Plus, its versatility allows it to easily convert into an under-counter refrigerator, beverage center or wine cabinet, adapting to our customers’ changing needs. No other in-home beverage dispenser offers the same perfect serve, time and time again.”

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Better Housekeeping Shop, 46 Monmouth St.,
732-741-4310, betterhousekeeping.com



Embrace the sea life and enjoy serving guests with these adorable beach platters and towels to remind them how cool it is to party at the Jersey Shore.

Jersey Shore Tray \$36, Kitchen Towel \$16
Cabana 19, 18 White St.,
732-842-2138, cabana19redbank.com

Provide Ample Seating and Comfort

Ensure plenty of comfortable seating for your guests. Mix and match different types of seating, such as benches, lounge chairs and sofas to accommodate various preferences. Invest in high-quality, weather-resistant cushions and throws to add comfort and style. Don’t forget to provide shade options like umbrellas or pergolas to keep guests cool on sunny days.



Tegan Outdoor Chair

This chic sling chair is perfect for modern living. It comes complete with a removable and adjustable back pillow for pure relaxation. The minimal bulk adds an extra layer of comfort to your leisure moments allowing more room for more company seating.

Tegan Outdoor Chair: \$1,099
nest., 32 Mechanic St.,
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