

AN INTERVIEW WITH DEVON FLEMING

Greenwich Polo's Alison Kelley spent an afternoon with Devon Fleming, Fairfield County's Home and Lifestyle Expert, inquiring about living on the Gold Coast and of course, Devon's already famous Pink Book.

Alison Kelley: *So Devon, how did you become the area's Go-To-Gal? I hear you are an investment banker turned designer turned author?*

DF: Alison, after spending 13 years on Wall Street, I decided to settle down and moved to this fabulous area. I spent the next few years having my 3 children, renovating our homes, running a small business and writing a book. I realized that there is not one resource book that covers all of Fairfield County's towns- a guide for your Home, Family and Fun. Having done over 10 years of my own due diligence I decided to put it all down in one "Pink Book", given that that is such a popular color around here. I hired a team of research editors, picked the brains of local businesses and aligned myself with the top magazines and launched the area's hottest guide book "Devon Fleming's Pink Book."

AK: *What kind of resources do you cover and how do you decide which one's to include?*

DF: I originally was just going to cover Home Resources and then realized that, as a Mom in this area, you become a walking wealth of information and so I added kid resources. Later, I realized that to complete the process we needed to include ways to have fun. Everyone wants to "be in the know", Google's model proves that, the problem becomes, how do you know which places are the best? If you want a hair salon or caterer, you want to know who the best is, otherwise, we would all simply use the yellow pages- hence the need for subjective information.

AK: *I see. Did I hear you are also on the radio?*

DF: Yes. I was offered a show a couple of years ago- we decided to call it "The Business of Living" because I refer to the head of the household as the "Household CEO". They are essentially running a small business and if they can visualize this, they tend to be better managers.



AK: *Now you are offering real estate services?*

DF: Yes. Since I literally wrote the book on living here, it made sense to partner with a real estate company. Part of buying a home is knowing the area and its resources so this went hand in hand. I have an awesome sales team who can help you find the right home in the right neighborhood. They can also make the right introductions to designers, builders, schools, clubs and such. We are affiliated with a Christie's branch out of Fairfield and can properly service the whole county rather than just one town.

AK: *OK, that's really helpful! Tell me about your TV opportunities. What should we be looking out for?*

DF: I was approached by an LA producer who was casting a docu-drama about Greenwich. I helped her with the show and we became fast friends. Together we flushed out 2 ideas and pitched them to 2 different networks. They are in the process of getting developed as we speak so I will hopefully have much more to report on that front. I have done a number of endorsements and have on-air experience as a "modern Mom" who doesn't necessarily want to find out how to make the best cupcakes. We are beyond that. It is time for a new era of Lifestyle Personalities and I am ready for that challenge!

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