

## **ICONIC DESIGN FIRM THE GERSHON GROUP CELEBRATES 60 YEARS IN BUSINESS**

### *The Gershon Group to Donate a Percentage of Sales to Various Local Charities*

MIAMI (July 27, 2016) – The Gershon Group, Inc., a leading South Florida design firm, today announced the celebration of its 60<sup>th</sup> year in business and donating a percentage of all sales to various local charities.

Led by husband and wife team, Ted and Bernice and their children Scott and Rory, the Gershon's attribute the company's longevity to their inherited and unprecedented dedication to client satisfaction. In an industry notorious for shortsighted trends and inflated egos, the Gershon's produce timeless designs that complete their client's visions.

The siblings are both seasoned designers whose careers each span more than 30 years, including highly visible projects in their adopted hometown of Miami, Florida and around the world. Carrying on their parents' commitment to creating exciting, enduring work, respecting the client's aesthetics and budget and operating under a scrupulous set of ethics, Scott and Rory have positioned The Gershon Group to continue to excel in today's competitive and highly design-aware climate.

The Gershon Group has been the in-house interior design firm for some of the most notable condominiums and luxury communities like Fisher Island, Portofino Towers on Miami Beach, Ocean One on Sunny Isles Beach and hotels like the Eden Roc and The Grande.

Scott studied at the finest schools internationally, apprenticed under the top designers in New York City, and is a charter member of the prestigious international interior designers association, IIDA. At consultation, Scott focuses on designing a space entirely around you that celebrates your lifestyle and feeds your soul – instead of focusing on bringing a signature “look” to your home.

“I have truly enjoyed being an integral member of the South Florida design community over the years,” said Scott Gershon, IIDA, The Gershon Group. “I am excited to watch the continued growth of the family business. We thank our clients for a great 60 years, and we look forward to continuing to serve them.”

The Gershon's are extremely passionate about giving back to the community and contributing to various local charitable organizations. In fact, a portion of all proceeds go to local charities and feeding the needy initiatives.

For more information, please visit [www.thegershongroup.com](http://www.thegershongroup.com) or call 305-931-7381.

### **ABOUT THE GERSHON GROUP:**

The Gershon Group, Inc., a South Florida design firm comprised of a lineage of luxury interior designers, has specialized in commercial and residential design for the last 60 years. Led by husband and wife team Ted and Bernice, the Gershon's built a stellar reputation for designing some of New York City's most well-known commercial and residential projects, leaving their high-profile city offices for South Florida in 1972. Today, sons Scott and Rory Gershon work hand-in hand with one of South Florida's most notable real estate developers, Andi Greenwald, to design homes, historically renovate properties and build and design some of South Florida's most well-appointed residences.