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eri McKay actually used to shy away from using white in her designs, thinking it wasn't very interesting in concept. Now, various shades of white are her go-to palette of colors for paint, rugs and upholstery. She learned that white can be dramatic or serene, depending on how it's used in conjunction with the other design elements in the room. Indeed, Keri believes that white can be incorporated into any design style and create a sense of warmth, even in a minimally furnished space.

She has experimented with layering different shades of whites and off-whites, creating a sense of depth and visual texture without even needing to include color. "White is classic and evokes a sense of freshness and sophistication," she says. Keri likes to take all-white rooms and furnish backdrops to highlight artwork, architectural features or a simply naturally stunning view.

Since awakening to the designing powers of the color white, Keri works to get her clients on board, too. "Many clients shy away from white because of kids and pets or simply because they believe it can't be lived in," she explains. But, nowadays, "fearing an all-white room should be a thing of the past," she says, thanks to the wide array of gorgeous stain-resistant and washable fabrics available.

"As a designer, my goal is to always create fresh, unique and livable spaces," she says. "Whether it's creating a serene backdrop or a dramatic pop, white is one of the most versatile colors."