

Sasha Witte Design – Sasha Witte

3237 E. Broadway, Long Beach
562/434-8824 • www.sashawittedesign.com

Sasha Witte had an affinity for design since childhood. She was the kid who, instead of playing with dolls, spent her time decorating the interiors of dollhouses. Today Witte continues to design interiors through her business, Sasha Witte Design.

To pursue her true passion, Witte enrolled in a four-year, UCLA extended education



program for interior design. When she earned her certificate in interior design in 1998, Witte went right to work. She began designing with a hospitality firm in Beverly Hills, but after two years the long work hours for little pay and long commute took a toll. When she received a job offer to do product design with a carpet textile company, Witte jumped at the chance for a change of pace.

“While the first job was extremely challenging, the other left me feeling restless,” Witte said. While still in product design, Witte bought a home in Bluff Park in 2001. She would host parties for friends old and new, and some of them would ask her to decorate their homes. “I would do one person’s home and then they would recommend me to a couple of their friends,” Witte said. Before long, Witte realized she had a client base large enough to run her own design business.

At first, Witte created an office and resource library in one of the rooms in her home. Three years later, Witte decided it was difficult living and working in the same space so she rented a small property on 2nd Street in 2003. Business was doing well enough that she brought on a couple of people to work with her.

Witte soon fostered the desire to open a small retail space to sell home furniture, lighting and accessories. She discovered a cottage on Broadway in May 2007 and signed a lease within a week. Witte moved her design business into the cottage, using the front half of the space for retail, and has been there ever since.

One of Witte’s business challenges, in addition to maintaining a work-life balance, is getting her business recognized in the community. “One of the ways I’m looking to do that is working with the On Broadway Association to help the area be seen more as a great shopping destination with salons and restaurants,” Witte said. “I think the more we are able to pull people into the area, that will be an asset to the businesses.”