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Luxury Real Estate Advisor Chris Sirianni Opens Coastal-Inspired Showroom in Laguna Beach

Longtime coastal Orange County real estate advisor Chris Sirianni has officially opened the doors to his new luxury real estate showroom located at 31639 Coast Highway in Laguna Beach.

Designed as more than a traditional real estate office, the showroom blends luxury real estate, elevated coastal design, curated home goods, and local artistry into a welcoming and inspiring retail-style experience that reflects the essence of Laguna Beach living.

A Laguna Beach native, Sirianni and his wife — Laguna Beach High School sweethearts — were both raised in the community and later raised their two college-aged sons, also Laguna Beach High School alumni, in the town they proudly call home. With deep roots in Laguna Beach and neighboring coastal communities, Sirianni brings over 20 years of real estate experience representing some of the most notable and highest-priced homes along the Orange County coastline.

Throughout his career, Sirianni has built a reputation for discretion, local expertise, and successfully representing luxury buyers and sellers in communities including Laguna Beach, Dana Point, Newport Coast, Newport Beach, Corona del Mar, and surrounding coastal enclaves.

“This showroom was created to reflect the lifestyle that draws people to coastal Orange County in the first place,” said Sirianni. “We wanted it to feel inspiring, approachable, and authentic to the community — a place where

luxury real estate, design, and coastal living naturally come together.”

In addition to showcasing luxury coastal properties and real estate marketing, the storefront also features a thoughtfully curated collection of coastal home goods and lifestyle pieces selected to embody timeless California coastal living.

The showroom has also partnered with a select group of local and regional artists whose works are displayed and available for purchase throughout the space, further highlighting Laguna Beach's longstanding artistic heritage.

Additionally featured is Cerno Group, the high-end modern lighting company founded by three Laguna Beach natives. Known for its craftsmanship, clean architectural design, and sustainably built fixtures, Cerno's lighting collections complement the showroom's elevated coastal aesthetic.

The new showroom aims to offer both clients and visitors an experience that feels more like stepping into a beautifully designed coastal home than a conventional brokerage office — reflecting Sirianni's long held philosophy that real estate is deeply connected to lifestyle, design, and community.

The showroom is now open at:
31639 Coast Highway
Laguna Beach, CA 92651

For more information, reach out directly at 949.395.8408 or stop by the showroom during business hours.