

# Entrepreneur Robin Wilson gets boost from Carl Icahn, Macy's for home textiles line

By [Liz Young](#) – Staff Reporter, New York Business Journal

December 21, 2021

[Robin Wilson](#) has spent her life dealing with allergies and asthma. She's learned what works and what doesn't to keep it under control without medication.

Now Wilson is preparing to launch a new line at Macy's that aims to help others replicate those lessons in their own homes.

Wilson's story started when she was growing up in Austin, Texas, and her parents took the advice of a doctor to adapt their lifestyles in a way meant to keep their daughter off medicine.

"[The doctor] said, 'You can raise a strong child, or you can raise a child on strong medicine,' " Wilson told the *New York Business Journal*. "Mother got rid of the 70s shag carpet, put in hardwood floors, and made people who smoked stay outside. Shoes had to be taken off at the door. Things that made her look crazy then, but isn't that what we all do today?"

After seeing how well that advice worked for her, Wilson built her career on spreading that message.

She founded [Robin Wilson](#) Home in New York City and sold bedding basics at Bed Bath & Beyond. She had a custom cabinetry line that retailed at dealers nationwide. She works with design clients. She's been interviewed on NBC's "Today Show" and featured in *O, The Oprah Magazine*.

Now Macy's department stores will soon begin selling a collection Wilson created in collaboration with WestPoint Home, beginning Jan. 2.



Image: Photo provided by RW HOME LLC

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The line, called Clean Design Home x Martex, is of textiles focused on keeping asthma and allergy triggers like dust mites, pet dander and pollen under control.

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The textiles line, called Clean Design Home x Martex, is focused on keeping asthma and allergy triggers like dust mites, pet dander and pollen under control. It includes 400-thread-count sheet sets, duvets, pillows, comforters, robes, towels and allergen-barrier options for mattress and pillow protection.

The textiles are colored in a minimalist palette of white, gray, light blue, ivory and blush. Pricing ranges from \$15 to \$275.

Macy's will sell the products in 165 stores across the U.S., starting with an [online preview Sunday, Dec. 26](#).

After the Macy's launch, WestPoint Home — owned by [Carl Icahn](#)'s Icahn Enterprises LP (NASDAQ: IEP) — plans to distribute the line through its website and certain department and specialty stores starting in the spring.

"[Robin Wilson](#) brings a new level of expertise in the world of clean design and anti-allergen products that we have not explored up to now," said Regan Iglesia, WestPoint Home chief marketing and merchandising officer, in a statement. "We studied the market and believe that there is a need and desire for 'better' products in this category."

The Macy's opportunity all happened out of a sequence of events starting in 2020.

As a Black female business owner, Wilson [has previously shared the challenges she has faced](#), particularly when it came to securing the money she needed to keep her business growing.

Last year, George Floyd's death while in police custody in Minneapolis sparked protests nationwide. Some consumers began actively looking for Black-owned businesses to support, and magazines compiled lists of products made by Black entrepreneurs. Wilson's line was included on [a New York magazine round-up of living-room décor](#).

Overnight, her orders exploded. Wilson at the time said sales went up 3,000% in four weeks.

Soon afterward, a hotel group called her and ordered 56 pallets of her textiles, her biggest order ever, and partnered with her to come up with a candle for its gift shops to help promote her brand.

Coincidentally, Wilson said, behind the scenes, the Martex brand was looking for a business-to-consumer line. She happened to be in the right place at the right time.

"They considered my brand and what we stand for, and we are the leading luxury, hypoallergenic brand in the market, with the added benefit of being a woman founder, and a person of color, and 20 years of building a brand," Wilson said. "We had some very serious conversations."

Now with the Macy's line up, Wilson said it feels like two decades of hard work is paying off.

"I call it this 20-year, overnight success," Wilson said. "I spent 20 years betting on me. And now I have one of the legendary companies — Martex has been around over 80 years, led by a financier who is a legend, and to be part of what I call a venerable brand in a legacy department store — I am honored and humbled and grateful."

She added how grateful she is to be selling a high-end product geared toward the [more than 25 million Americans](#) who have asthma, and the [more than 50 million](#) who experience some kind of allergies each year.

"It is more important for me to make sure that they are aware that there's a luxury hypoallergenic product available in the marketplace," Wilson said.

Wilson is also working on [fundraising for her company A Blue Egg Corp.](#), a lifestyle brand for interior design, licensing and real estate that includes [Robin Wilson Home](#), Clean Design Home and Grenier Holdings.

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Postscript:

Crowdfunding for A BLUE EGG CORPORATION is through the REPUBLIC platform at [www.republic.co/blue-egg-corp](http://www.republic.co/blue-egg-corp)