

Essex Fells

M A G A Z I N E

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fills families

Written by
Bruce Serbin

Robin Wilson



You may have seen her products in big box retailers like Bed, Bath & Beyond and Kohl's, or caught her on a national television show like *Today* and *The Doctors*. Robin Wilson, an interior designer who specializes in clean design and creating healthy spaces now calls Essex Fells her new home.

"I swore I would never leave big city living," Wilson said. "But with a 3-year-old daughter and the need for more space, Essex Fells was the perfect place for us while still giving me access to my New York City clientele."

Robin found her life's calling early on, even though she hadn't realized it as a young girl growing up in hot and humid Austin, Texas. As a child, she suffered terribly from asthma and allergies.

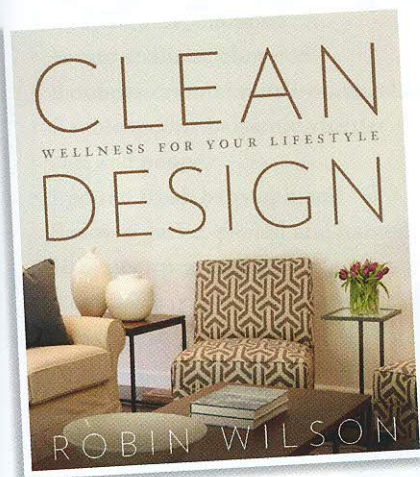
"I was living a nightmare. I couldn't play with my friends, have a dog or do the things that all the other kids were able to do," Wilson says. "Nothing seemed to help until my pediatrician told my

parents to rip out the carpeting and replace it with wood flooring, and suggested other simple and natural solutions. In no time, I was back on my feet, wheezes and sneezes under control, and I felt normal again."

After attaining her Masters in Real Estate Finance from NYU, one of Robin's professors suggested she study project management and learn about construction and architecture. She quickly capitalized on that advice and after graduation, started managing clean construction and design initiatives for her clients. In fact, Wilson helped ring in a new era of clean design that she is dubbed as one of the founders of the modern-day eco-friendly movement as we know it.

Today, Robin Wilson is the founder and CEO of Robin Wilson Home, based in New York City. The firm handles select projects throughout the year, and has worked with such notable names as the Clintons and Kennedys to non-celebrity clients.

“There’s nothing like listening to a client share their vision for the ultimate living space, and then being able to turn it into a reality,” Wilson says. “Whether it’s a kitchen renovation, new bathroom, master bedroom overhaul or whatever, the greatest feeling in the world is watching them walk into their dream space and seeing their eyes light up, and more importantly, knowing you did it with natural products that will promote a healthy lifestyle.”



Falling back on her time as a child when she suffered with asthma and allergies, today Wilson is an ambassador for the Asthma and Allergy Foundation of America. She has a line of hypoallergenic bedding, bath products and furniture, and is the first woman to license her name to a line of eco-friendly kitchen cabinetry. She is the author

two bestselling books, *Kennedy Green House* and *Clean Design: Wellness for Your Lifestyle*.

“It’s funny when you think about it, that what gave me so much trouble as a kid growing up became my passion,” Wilson says. “No one should suffer from allergies and asthma, and I’m dedicated to showing people that they can go on with their lives by making some easy changes around the house and in their day-to-day lives.”

Wilson’s brand of hypoallergenic and eco-friendly products has done millions of dollars in retail sales, but she says the most important lesson in being successful is knowing how to hang on in tough times.

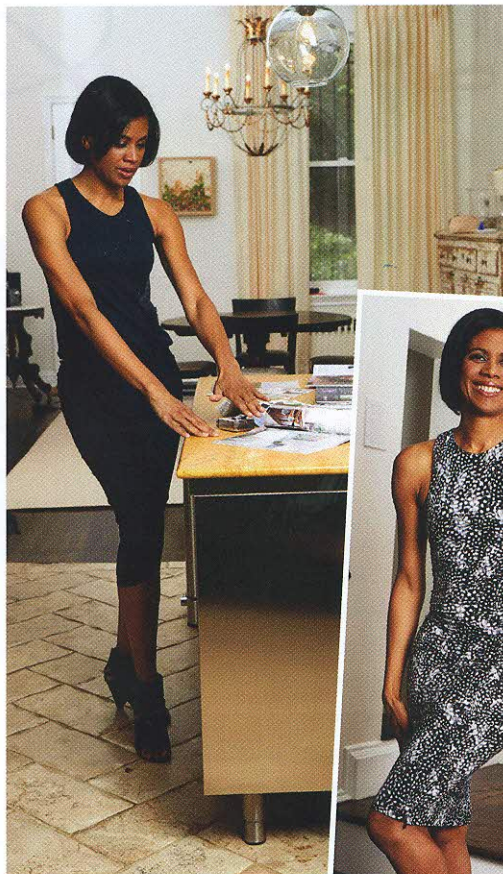
“At our lowest point, we had paid all our employees and vendors and it was Christmas Eve, and I found myself with \$1.23 in my bank account and couldn’t even afford a cab ride home,” Wilson says. “It’s those moments that every entrepreneur must experience to truly enjoy what it means to be successful.”

Wilson says above all else, there’s one motto she lives by and only one way she approaches each day.


“My advice is to create a bucket list of things you want to do before your last days, and live life like there’s no tomorrow,” she says. “The motto I live by is: ‘What would you attempt to do if you knew you could not fail?’”

Learn more about Robin at <http://robinwilsonhome.com> and <http://www.cleandesignbook.com>

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