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INTERIOR TEXTILES

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Fabrics In Style

Bringing sophistication to the home is our roundup of new fabrics and trims, many of which are on display during ITMA's Showtime market in High Point, NC

Plus

Fashion Bedding:
Translating Trends

Category Close-Up:
Outdoor Rooms



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Robin Wilson On Clean Design

*New York-based interior designer Robin Wilson, who established Robin Wilson Home (robinwilsonhome.com, 212-863-9197) in 2000, is an expert on healthy home design. In addition to residential and commercial design clients, she maintains licensed lines in the bedding, bath and furniture categories. She is an ambassador to the Asthma & Allergy Foundation of America and a board member of the Sustainable Furnishings Council. Wilson's passion for "clean design" is a lifetime commitment, born of her personal struggles with allergies and asthma. Her most recent book, *Clean Design Wellness For Your Lifestyle*, debuted in April 2015.*

What messages do you convey in your new book?

"Since 60 million Americans suffer from allergies or asthma, each chapter shows that eco-friendly design can be stylish while also reducing 'wheezing and sneezing' symptoms. The book shares a room-by-room guide for consumers to manage allergy and asthma triggers and insure awareness of healthy, non-toxic options. A resource guide is also available to showcase affordable options for consumers in textiles, vacuums, cabinetry, countertops, paint, flooring, etc."



Is the movement toward healthy/eco-friendly living growing?

"The 2008 recession affected both companies and consumers, and I believe that many people are just at the point where they are interested in the 'extras', so it is a great time to be part of the 'Clean Design' movement—where we are focused in the eco-friendly product area. At one point, we were ahead of the curve, but now it is a mainstream practice to make suggestions to clients based upon non-toxic options, both for textiles and durable goods."

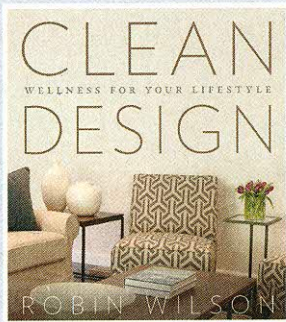
How is your business divided?

"[It's about] 50 percent product and brand development, 30 percent residential, and 20 percent commercial.

"We have just begun a baby textile collection launch that will be tested at stores and online at a major retailer starting in summer 2015. A lighting line will launch at retail in 2016.

"We truly believe that eco-friendly design is the wave of the future, and are thrilled that consumers are changing the

matrix and asking for non-toxic, wellness-focused options."



What is the greatest challenge facing home fashions today?

"The greatest challenge is the internet versus brick-and-mortar retailers.

There are so many retailers that are moving products online and limiting the investment in storefront retail, which means fewer opportunities for new brands. As well, there is a certain mass-market focus, so there are a lot of companies that have the same 'look' and there is room for more color/pattern/texture in the market."

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