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ROBIN WILSON

PIONEER IN HEALTHY HOME DESIGN

By BENNETT MARCUS



CLEAN DESIGN HOME

Robin Wilson has built a successful lifestyle brand in a stellar career of 20-plus years, while breaking barriers along the way. Her conglomerate of family brands, A Blue Egg Corporation, includes the design and licensing division CLEAN DESIGN HOME. This division focuses on educating consumers on the power of a wellness-focused interior home ecosystem.

INC'S TOP 100 FEMALE FOUNDERS

Wilson was the first Black woman with a licensed, global textile line, the first woman with a licensed line of custom cabinetry sold nationwide, and was the third Black woman with a Bed, Bath & Beyond line of merchandise. In 2020, she was named to *INC* magazine's "Top 100 Female Founders" list.

An entrepreneur, best-selling author, lifestyle maven, real estate developer and interior designer, Wilson laughed when asked how she would characterize her professional life. "I'm a poly-hyphenate business entrepreneur," this busy mom said over Zoom on a recent evening. "And I call myself a lifestyle brand that focuses on everything for the healthy home."

ALLERGY & ASTHMA SUFFERER

An allergy and asthma sufferer since childhood, Wilson grew up in Austin, Texas, where she had a holistic pediatrician who advised her parents to make modifications to diet, interior design, and exercise, instead of using steroid medications. This lifelong knowledge led to her building her lifestyle brand. She is now considered an expert to guide the one in five Americans — 60 million — affected by allergies or asthma.

ROBIN WILSON HOME

Her business has grown into a multi-channel, cross-category entity focused on everything home, with three prongs: Robin Wilson Home (design), Clean Design Home (licensing), and a real estate development arm.

My vision has created a firm that complements each division. "We develop a subdivision, I design the home concepts, and then our branded products are placed in the model homes! As a pioneer in eco-friendly design, we focus on the foundation to the furnishings with eco-conscious, hypoallergenic, and sustainable products. It makes absolute sense," she says.

Along with residential, the design arm has begun work in the hospitality sector — including design and textiles for the famed Esalen Wellness Institute since 2020. The lodging team works with her firm on sheets, comforters, robes, bath rugs, and towels.



WESTPOINT HOME'S MARTEX DIVISION

In 2020, Wilson licensed the Clean Design Home brand in a deal with WestPoint Home's Martex division. The textile collection Clean Design Home x Martex is a line of premium, hypoallergenic luxury products. "In the 1970s, you could rarely find hypoallergenic pillows as feather was most common. Today we have changed the lexicon for hypoallergenic products with a focus on a solution-based luxury brand for consumers," Wilson says. She's excited about the brand appearing in every room of your home, with a deal for mattresses launched this spring 2022.

MACY'S & BELK'S

Clean Design Home x Martex textiles are sold at Macy's and Belk's nationwide and online, in addition to the website cleandesignhome.com — and the brand has been picked up internationally in the UK and Japan.

RULE OF THREES FOR PILLOWS

Wilson's book, *Clean Design: Wellness for Your Lifestyle* (Greenleaf, 2015), has seen its sales surge. Among her tips for home wellness is her rule of threes for pillows, to achieve healthier sleep: Wash the zippered pillow cover every three weeks.

Wash the pillow itself every three months. Replace the pillow every three years.

It is important to remember that Wilson is a pioneer in the hypoallergenic wellness lifestyle sector. Wilson is thrilled that her two decades of expertise is being recognized more than ever. "It's just wonderful that people are catching on to what we've been teaching all this time."

SUPPORTING DOMESTIC VIOLENCE SURVIVORS

The Clean Design Home brand has partnered with legendary Yankee Joe Torre and his Safe at Home Foundation. This organization has a network of safe spaces in schools to educate youth, and safe houses for families. The philanthropic initiative is called Project Lilac and donates lilac sheets for every Clean Design Home product purchased. These sheets might be the only thing a domestic violence survivor owns in a safe house — except their clothing, and it provides a reminder that they took a step in the right direction. Lilac is the color of domestic-violence awareness, and survivors have already started to see donations arrive in safe houses around the country.

Clean Design: Wellness For Your Lifestyle
cleandesignhome.com