

Eat-Rum Maple Sweet Potato Cupcakes

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## Woman 2 Watch-Robin Wilson

Women 2 Watch

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*Robin Wilson, Interior Designer Robin Wilson Home & Home Good Store The Nest*

Eco-friendly interior designer, Robin Wilson, created an interior design firm focused on wellness and ensuring that families know all the eco-friendly options available from the foundation to the furniture. Robin's design firm, **Robin Wilson Home** projects boasts clients such high profile clients as President Clinton, think his harlem office. In addition, Robin owns a home goods store called **The Nest** and if that wasnt enough Robin is also the author of *Kennedy Green House* (Greenleaf, 2010), with a foreword by Robert F. Kennedy Jr., the book details the construction and interior design of Kennedy's green home. Read more to find out about this exciting Woman 2 Watch.

**FG:** How did the idea come for Robin Wilson Home and The Nest store?

**RW:** I am from Austin, Texas and grew up with allergies and asthma - and after realizing that my upbringing could provide good information to

parents, I started giving advice. Initially, we started off as a project management firm and then people started asking me to design their spaces and to find products for their homes that are wellness oriented

**FG:** Why do you feel using eco-friendly products to decorate your clients homes is important?

**RW:** When people learn that 1 in 9 children have asthma (and that number rises to 1 in 4 for children of color) and 1 in 5 children have allergies, you recognize that environmental factors need to be addressed in families to ensure wellness is achieved for families

**FG:** What are some of the common misconceptions people have about green and sustainable living?

**RW:** The early products were not attractive and they were also quite expensive. Often people thought that "green" meant that it was only for those who are wealthy. It has been my mission to educate people to know that practical solutions should be available to people of any income level.

**FG:** Where do you see the future of eco-friendly design heading in the next five years?

**RW:** It is my belief that demand will cause pricing to become more affordable for eco-friendly elements. And more people will begin to request options as more information becomes available. For example, when

people learn that a simple solution is changing their shower curtain to nylon (instead of vinyl) or their pillow, they are more open to eco-friendly design options.

**FG:** What are some of your most notable clients thus far?

**RW:** We have done projects for high-profile clients including Robert F. Kennedy Jr., President Bill Clinton's Harlem office and several other celebrities who remain confidential.

**FG:** How do you go about designing a home for celebrity or political figure? Is the process the same?

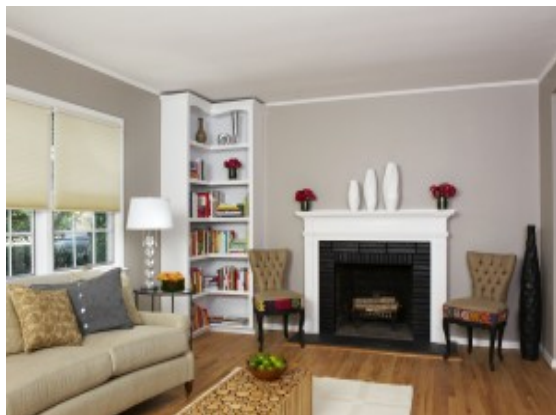
**RW:** The process of design for all clients is the same - you have to listen to their family needs. You have to understand the budget and the lifestyle. And most importantly, you have to ensure that you know the timeframe for the start and completion to ensure that expectations are met. The only exception is that some of these individuals will travel extensively, so after the initial client meetings, you may not see them until the "reveal" of the space.

**FG:** What would you say is the key to your success?

**RW:** We work hard. Notice the word "we" - my team makes everything happen with our firm. We work to do the little things right such as checking for typos, answering the phone cheerfully and remaining punctual at all meetings to respect our client time. Also, the contractors we work with understand that all our clients are VIPs and deserve commitment and follow-through.

**FG:** How many of your business decisions are based on know how vs. your intuition?

**RW:** All entrepreneurs have a certain level of intuition and hard-earned wisdom that is often learned from mistakes. I have also worked with a business coach who taught me the mantra, "Hire great people and work "on" and not "in" your business".



*Robin Wilson Home Designs*

**FG:** What do you consider to be some of the major highlights of your career thus far?

**RW:** My first book was published this year and it won the 2010 bronze IPPY award in Home & Garden. As well, we have a textile line premiering at a major big box retailer later this year.

**FG:** What is a spiritual mantra or philosophy that you live by?

**RW:** I believe that we should prepare and practice in advance and with discipline, perseverance, commitment, teamwork and

resilience, we will be able to achieve our plans and strategy.

**FG:** What is the best piece of advice you've ever been given?

**RW:** Don't listen to people who say you can't - but always ask yourself "...what would you attempt to do if you knew you would not fail."

**FG:** What would you tell your younger-self if you knew then what you know now?

**RW:** Finish this sentence.... "the pain you feel after the death of your brother will propel you to bury yourself into your work. And while you will achieve professional success, you will forget that you have to live...try to have a bit of fun...because all the success in the world will not replace loneliness...try to go out a bit and meet some long-term friends."

**FG:** Women should stop complaining about \_\_\_\_\_ and \_\_\_\_\_

**RW:** their boss and start doing a bit of sacrifice (like not buying those shoes!) so that you have a choice in your career.

**FG:** If your life had a soundtrack what would be your top three songs?

**RW:** Gloria Gaynor - I Will Survive, Shirley Horn - I Got Plenty of Nothing, Frank Sinatra - Fly Me to the Moon

**FG:** What project(s) do you have coming up?

**RW:** We are doing many projects that include filming a TV segment. But the most exciting thing is our newly revamped website that will debut this summer which will allow people to have more access.

For more information on Robin Wilson please visit [www.robinwilsonhome.com](http://www.robinwilsonhome.com)