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# Robin Wilson Launches a Design + Build Conglomerate

You may have seen Robin Wilson on a national television show like *Today*, *HGTV Selling New York* or *The Doctors* or purchased her textile products in big box retailers, such as Bed Bath & Beyond or HomeGoods. She is one of the pioneers of the eco-friendly design movement and specializes in clean design to create healthy spaces for homes, commercial and hospitality clients. Trivia: Robin Wilson Home was the second African American brand (after B. Smith) to have a line at Bed Bath & Beyond, and the first African American brand to have a nationally sold kitchen cabinetry line (2010-2018).

Her eponymous firm was founded almost two decades ago in 2000, after the corporate job gave her an IPO windfall in 1999. Revenue went from zero to brand licensing in the first decade, and many points in between for any entrepreneurial journey. As she says now about the early days, "...you know you are truly an entrepreneur when you pay everyone else, and you cannot pay yourself." By 2010, she had licensed her brand to cabinetry (sold at 400 dealers nationwide until 2018), textiles (pillows, sheets, comforters) and a limited edition of quilts – while also authoring two bestselling books: *Clean Design* (2015) and *Kennedy Green House* (2010).

As Robin Wilson Home celebrates its 20<sup>th</sup> anniversary, the firm is launching its amalgam approach to Clean Design with capability in the following areas: design+build, real estate development, consulting and continuing to create and sell products both at retail and online. Recently, the firm announced that she will not be selling her products in certain brick & mortar stores after this season due to the increased online sales of consumers.

The Robin Wilson Home lifestyle brand has sold over \$80 million in licensed product at retail and online since 2010. Most products are hypoallergenic, eco-friendly or allergen barriers (in the case of textiles), and a new branded line is in test mode before launch in 2020 to commemorate the 20<sup>th</sup> anniversary of the firm. This new line will include furniture, textiles, candles and allergen-safe products.

"As a child who suffered from asthma and allergies, it is interesting to know that issue which gave me so many challenges as a child – has become my passion and entrepreneurial business," says Wilson. "Statistics show that 1 in 5 people are affected by asthma or allergies – and that means we have been able to create brand awareness in multiple demographics. And our expertise on Clean Design has begun to impact both design and construction methods for consumers."

Wilson has made many appearances on national television.



Robin Wilson  
Founder & CEO  
Robin Wilson Home

PHOTO BY LEE SEIDENBERG

Robin Wilson Home has been quoted in articles and her goal is to help consumers learn more as she continues to advocate for wellness, sustainability and as an expert focused on Clean Design protocols.

With her new entity, she partners with both developers and private clients in the new design+build division, and the firm is able to stay agile and to maintain a consultative, client-focused hands-on approach. Since 2017, when she acquired a real estate license, the firm works with developer/investor clients in New York and New Jersey. More recently, the firm was designated a MWBE entity in NY, and is able to work with prime contractors on state/local projects.

With a one-stop approach, including project management for developer/ investor real estate clients – the design+build division can be hired after a property purchase to design the final project using sustainability, eco-friendly and Clean Design principles.

As a pioneer of the eco-friendly movement, she has served on the board of the Sustainable Furnishings Council, as an unpaid ambassador role with the Asthma and Allergy Foundation of America. Since 2007, she has been on the speaker circuit with the organizations such as the Aspen Institute, Architectural Digest Home Show, and industry events. Consulting on design projects spans coast-to-coast for both developers, hospitality and private homes.

One of the things Robin Wilson believes is: change is constant and finding your audience is key in the fast-moving design and retail environment. When she speaks to audiences, she will ask them two questions; "When was the last time you washed or replaced your pillow?" and "What would you attempt to do if you knew you could not fail?"

Partner with Robin Wilson Home at:  
[www.robinwilsonhome.com](http://www.robinwilsonhome.com) **S**