



## Robin Wilson, from Allergies to Founding CLEAN DESIGN HOME

Robin Wilson is the first Black-American woman with a global license hypoallergenic textile brand, CLEAN DESIGN HOME, being sold in Macy's.

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**Robin Wilson** began her journey with humble beginnings in Austin, devoted parents, and allergies. Now she is on *Inc.*'s "Top 100 Female Founders" list and has launched the **CLEAN DESIGN HOME x Martex** collection at Macy's. She is recognized as the first Black-American female founder of a global, licensed hypoallergenic textile brand, which is expected at retail in the United Kingdom and Japan by year-end.

"Think about the irony!" exclaimed Wilson. "My grandfather was a sharecropper who picked cotton in Texas. Now, my luxury 100 percent cotton [and] hypoallergenic collection is sold nationwide at Macy's. It is a legacy story in three generations. Plus, our development arm will be designing a subdivision outside of Austin on 80-plus acres of land owned by my family for generations."



Robin Wilson, founder of CLEAN DESIGN HOME  
Wilson left the corporate world in 1999 after an IPO from Heidrick & Struggles provided her with a windfall. She became an entrepreneur and author. She has been the creative director for her eponymous brand **Robin Wilson Home** since 2000.

In 2006, Wilson founded **A Blue Egg Corporation**, a conglomerate focused on real estate, design, and licensing. However, she also experienced fiscal inequality when trying to build her business – even with a graduate degree in real estate finance from NYU – which prevented her from gaining traction as a developer.

"Most Black families have not created generational wealth because they didn't have access to bank loans to buy land or build businesses," Wilson explained. "It is my hope that we can change that paradigm as we continue to build our brand and license into other categories. It is thrilling to partner with Macy's and the venerable Martex brand."



*CLEAN DESIGN HOME x Martex is available at Macy's*

CLEAN DESIGN HOME x Martex has an assortment of textiles focused on keeping asthma and allergy triggers – like dust mites, pet dander, pollen – under control. This line confirms Robin's focus to partner with leading manufacturers as the health and lexicon of "home" changes throughout the pandemic and beyond.



*CLEAN DESIGN HOME x Martex sheets*

The CLEAN DESIGN HOME x Martex collection includes pillows, sheet sets, comforters, robes, and towels, as well as a special collection of allergen-barrier utility options for mattress and pillow protection. The collection is available in a minimalist palette of white, grey, light blue, ivory, and blush, and will also include 400 thread-count sheet sets and duvets. All the products are made with BCI (Better Cotton Initiative) cotton and certified Made-in-Green by Oeko-Tex. Plus, the towels are supima cotton-loop and tightly woven bathrobes are low-linting, so they reduce the presence of airborne allergens.

The collection is available online and in 165 Macy stores across the US, including Hawaii, Guam, and Puerto Rico. Pricing for the CLEAN DESIGN HOME x Martex collection ranges from \$15 to \$275.