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Show Stoppers

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Islands Offer
Dynamic Appeal

Furniture Styling,
Storage Key for
Bath Vanities

Industry Profile

Closeup on successful kitchen and bath professionals

Green Firm Pioneers by Staying True to Its Vision



By John Filippelli

NEW YORK, NY —

Robin Wilson believes in the power of principles.

Wilson, the namesake of Robin Wilson Home, based here, explains: "Our firm is intent on remaining a pioneer in the eco-friendly sector using recyclable, renewable, sustainable and non-toxic [means]."



Robin Wilson

She is interested in licensing the Robin Wilson Home name for various eco-friendly products — much like she's done with Rice Lake, WI-based Holiday Kitchens.

"Our kitchen cabinetry line — RWH Custom Cabinetry — is sold at over 400 independent kitchen dealers around the U.S.," she explains.

"The linkage between Robin Wilson Home and Holiday Kitchens has allowed our brands to build

Photos: Vanessa Lenz

Robin Wilson Home designs spaces using renewable and sustainable products, such as bamboo and organic textiles.

market share and, with our focus on the four principles, we're able to educate consumers when they are about to start a renovation process," she continues.

This is an important distinction for Wilson, not only because she is the first woman to license her name to custom kitchen cabinetry, but also because the line is sold strictly through dealers that share her eco-friendly principles.

"Our motto is 'eco-friendly is beautiful', and we're thrilled to show our clients the beautiful options with our line of custom cabinetry," she offers. "It is eco-healthy, with no added formaldehyde, no-to-low VOC paints and stains and minimal packaging prior to shipping."

PERSONAL PRINCIPLES

For Wilson, the Robin Wilson Home philosophy has a personal impetus.

"Due to my lifelong battle with allergies and asthma, it was an early realization that many families with children experience the same battles," she explains. "Therefore, our firm has been focused on identifying products that do not impact the indoor air quality of a home. We

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want to make sure that children are not 'wheezing and sneezing', and one way to do that is to ensure that the adhesives, stains and paints on cabinetry do not contain formaldehyde and are low VOC."

Specifically, Wilson has shifted her focus toward young families or those who are interested in renovating their spaces.

"We have been fortunate to be a pioneer in the eco-friendly sector, which generates a certain amount of attention on a regular basis when we're quoted in the press or asked to appear on television," she remarks. "However, one of the key elements of our success has been

our participation in speaking engagements before mommy-to-be audiences, which can generate a lifelong clientele."

FRIENDLY DESIGN

Wilson will often collaborate with design professionals for a seamless design and sales process. In fact, Robin Wilson Home has worked to refer clients to specialists, from kitchen design boutiques to flooring specialists.



Wilson's firm frequently collaborates with and oversees other design professionals to ensure a seamless design process, as reflected in the cherry wood kitchen shown here.



To design a truly eco-friendly space, Wilson uses Energy Star appliances, sustainable forested wood and non-toxic paints, stains and adhesives in the cabinetry.

"With our metro-New York business, we have referred over \$350,000 in business in 2008 to local kitchen firms," Wilson notes.

"We believe we can impact other small businesses with increased leads from clients ready to purchase, and working with specialty firms allows us to remain in the project management role," she stresses.

SHOW AND TELL

The firm's 1,000-sq.-ft. showroom is an important part of Wilson's offering.

"We are able to review cabinetry doors and lay out floor plans prior to creating elevations," she notes. "We're also able to bring in various products, such as tile and flooring, so that clients do not have to go store-to-store."

A reflection of its 'green'

commitment, the firm was recently commissioned to design the residence of Mary Richardson and Robert F. Kennedy, Jr. – a gold LEED-certified property featuring the RWH kitchen line.

Robin Wilson Home

AT A GLANCE

Location: New York, NY
Principal: Robin Wilson
Showroom: 230 Fifth Ave., Suite 1205; 1,000 square feet
Hours: 9:30 a.m. – 5:00 p.m.
Staff: Four
Design Specialty: Eco-friendly
Design Software: CAD and SketchUp
Business Philosophy: "Eco-friendly and beautiful."

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