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HOMES Kenya

LIVING | TRAVEL | LEISURE

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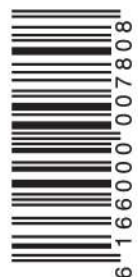
HUMBLE MANSION IN KAREN SUBURB

Roselind
Wilson
A Delicate Balance Exemplified

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HOMES KENYA



Roselind Wilson established Roselind Wilson Design in February 2010. Ros thrives on balancing the art of design with the intricacies of running a busy studio. She feels that perfection should be a given, not something to strive for – and applies this ethos to all her projects and believes this is a fundamental reason in delivering successful interiors.

Words: Nick Lee Images: Roselind Wilson Design



What's your favourite dish?

Place a bowl of homemade pasta with a simple arrabiata sauce and a terrific glass of red wine in front of me and I'm a happy camper. No complaints from my side.

What is your greatest achievement as a professional interior decorator?

I can remember the overwhelming sense of achievement when we won our first design award. It was for the very first project run by the company and it was received with an enormous sense of satisfaction and pride.

Who is your role model? Who do you look up to in terms of career growth?

From a design perspective I adored Andree Putman for her strength of character and individualism. Equally I adored Rosita Missoni for her perseverance and dedication and work ethic in creating an amazing brand.

Tell us a bit about your business. When did you start it, how long have you been doing this and was it your niche?

I started the business in February 2010. I've been in the industry for 17 years and have been running my own studio for 7 years. My journey was not so straight forward but I always had a goal to get here. When I left school I started working straight away.

What is the one thing you want our readers to know about decor.

Interior trends are constantly changing. Your interior should reflect you and essentially be an extension of yourself. Be true to whom you are and create a home around you that reflects the style, the colours, etc that you love.

How do you balance professional or private life as this is a very time consuming progression. Work/home balance.

First and foremost exercise is very important to me. I run on weekends and during the week I attend spinning and barre cardio classes. When I started the business and for the first 5 years I used to work seven days a week for up to 16 hours a day but these days I try and limit my week days to 12 hours a day and weekends are really just for planning for the week ahead so that I can find time for my family. Our industry is such that there are always exhibitions to attend and events and sourcing trips but these are really fun to attend and my husband adores design so we can do these things together.

What business advice would you give to aspiring entrepreneurs in the design world.

Apart from what I said previously, there are a couple of nuggets that I would impart:
 Be authentic to yourself - you are what sells the business and people must like you to do business with you. Inauthenticity is obvious and not an endearing trait.
 Never wing it - it you want to succeed work hard and go the extra mile. The rest falls into place.
 Have a laugh. You really need to remember that it's all going to work out.
 Have fun.

How can one reach you / your business?

We have a website you can view on www.roselindwilsondesign.com Alternatively you can email: info@roselindwilsondesign.com or phone us on +44(0)203 3711779

Roselind Wilson

A Delicate Balance Exemplified

Who is Roselind Wilson?

I see myself as the more erratic, more impatient and easily aggravated sibling when compared to my twin sister, who is the epitome of calm and serenity. I am fiercely driven by a desire to succeed and am equally hard working but believe that you must remain true to self and never stop trying to have fun. I feel like the "little girl within me" motivates my inquisitive spirit and yearning to constantly learn and be inspired.

Is interior decor your core business or are you trained in another profession or is this a hobby coupled with a passion?

Interior design is my core business but I obtained a Bachelor of Commerce degree and worked in marketing and publishing for 8 years before branching into this industry. Interior design has been my dream since I was a little girl but more specifically my dream was to have my own interior design business so without a doubt this is a hobby and a passion and I am incredibly grateful that I have been able to create a career out of something I love doing.

What inspires you to do what you do?

The dream of having my own interior design business was something I wanted from a young age and this was driven by my desire to achieve and do better. However as I have transitioned along this path and have learned so much about myself along the way and as I grow older and hopefully wiser I am driven by the desire to want to give back and help others. Everybody deserves sanctuary in whatever form and I feel a great sense of responsibility to help those less privileged.

