

# THE METROPOLITAN BUILDER

Greater Houston Edition

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## DIALOGUE WITH A DESIGNER

Allison Moore, Paragon Design Firm





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*International Flooring knows that dreams, reality and inspiration make a house a home. It also knows that an interior designer or interior design firm often becomes an integral part of this process. As a National Wood Flooring Association (NWFA)-certified company, International Flooring takes great pride in working with some of the finest professionals in the Houston market, providing the best quality wood flooring and carpets available and providing superb customer service. International Flooring offers its clients a private showroom full of exotic wood floors not found in retail showrooms. This month International Flooring speaks with Allison Moore, an interior designer with Paragon Design Firm.*

*Allison Moore has been in the interior design industry for more than a decade. Her vast knowledge of materials and products makes her an exception in the industry. Communication is key, and Allison believes listening to clients and incorporating their ideas and personalities into each project is what makes each space unique and a true reflection of the client. Allison considers her work an art form, providing an exceptional eye for detail with every project.*

*Allison is exceptional in that she can be extremely flexible with styles and designs. She enjoys a challenge and loves working with clients to not only create a space for their families to make memories, but also to reflect their personalities and make every square foot as functional as possible.*

***International Flooring: What motivated you to get into the interior design field?***

***Allison Moore:*** *I was very interested in interior design at a very young age. I would have creative visions of some thing or some space and immediately needed to create it. I was always re-arranging the furniture in my room, playing with colors and patterns and designing new looks. At age 11, I learned to sew on my grandmother's vintage Singer sewing machine and created my first window treatments. I still sew only on that machine.*

***International Flooring: How has the field of interior design changed since you graduated?***

***Allison Moore:*** *Since I have graduated I have seen trends come and go; however, my designs don't really focus on trends as much as the client's personality and taste.*

*I have worked in various fields of the interior design world. My first job was working as a designer's assistant at a design firm during high school. I had a wonderful internship during college where I was able to design all of the window treatments for an NFL football player's home and work with some extremely talented ladies. After college getting into the industry was not as easy as I hoped. I began working in furniture stores designing vignettes and then decided it was time to make the move to my goals.*

*I then had an opportunity to move into the custom home world and am now co-owner of Paragon Design Firm. I set*



goals and made steps to reach those goals, and with each step I learned different aspects of the trade and businesses. Trends have changed but the integrity of why I chose this career remains the same: To create beautiful spaces that families can make precious memories in.

***International Flooring: How can an experienced interior designer help custom home builders or remodeling contractors with their building or remodeling projects?***

**Allison Moore:** It is so important to use an experienced designer for many reasons. People are so visual, and it is our job to not only listen to the client but also help them to see that vision. Organization is key when working with custom builders. There are so many details that go into a home, and most clients don't realize what goes into it all.

We have completely re-vamped the Paragon Design Firm's website to be geared towards our clients and builders, helping them to know what to expect and how to be prepared for their selection meetings.

We pride ourselves at Paragon Design Firm on the design packages that we offer all of our builders. It helps to keep everyone in the job organized and on the same page.

***International Flooring: What sets you apart from other designers?***

**Allison Moore:** I have worked with many clients over the years. Some have worked with a designer in the past, and for some it's their first time using a designer. Through it all one thing has been a consistent comment from clients who have worked with me: "She listens." Too often clients shy away from designers because they are scared they are going to be strong-armed into something they are not comfortable with. When I first meet with clients, we discuss their goals for the space. If there are any special requests, those are all taken into consideration. I love that I get to meet so many different people. All the stories are different, hence, my designs are always different. Every detail is considered.

***International Flooring: What has been your most challenging project and why?***

**Allison Moore:** I would say the most challenging part of any project is working with a client who is not properly educated on the design process or clients who take everything they see on television designing shows literally (pricing). It is so important to educate yourself on the process and products you put in your home.

Another challenging project (or series of) was helping clients rebuild after the devastation of Hurricane Harvey. Building and remodeling can be an emotional process in itself, but adding a life-altering situation and its emotional challenge to be there for the client while also staying focused on getting the selections made was huge. At



Paragon Design Firm we contributed to helping re-build Houston by cutting our prices in half for all flood victims and working around the clock to get all of the projects done. We also became the clients' shoulders to cry on, the ears that listened to countless stories of flooding, rescues





and precious things lost. I think lots of patience and understanding got us through those challenges.

**International Flooring:** *How do you begin the materials selection process when working with builders' and remodelers' clients?*

**Allison Moore:** When beginning the selection process, I discuss the floor plan with the clients and try to pull as much information about their likes and dislikes as I can. We work from the outside in. Once we are on the interior selections, we work from the ground up. This approach allows our clients to see their home taking shape before their eyes.

**International Flooring:** *What are some common mistakes made by builders and homeowners?*

**Allison Moore:** A common mistake that I see often is that the client is not properly informed about floor plan details and do not understand layouts. I have taught myself a 3-D rendering software, and we offer those perspectives to clients to help give them a view of what their home flow will be like once built. These 3-D views have actually saved builders a lot of headaches down the road.

**International Flooring:** *How do you keep yourself up-to-date with all the design trends happening in the industry today?*

**Allison Moore:** I stay up-to-date on all the trends happening just by educating myself and by doing research. We have wonderful product reps that call on us at Paragon Design Firm and keep us updated on all of the newest products. We try and go to market once a year, but there is so much information on the internet that it's easy to keep caught up.

**International Flooring:** *What is your favorite design style?*

**Allison Moore:** I don't really have a favorite style. I appreciate all styles and designs. I would say I am most inspired when I look at the architecture of Antonio Gaudí. There is a sense of freedom in his designs. I appreciate breaking some rules in the name of creative design. Really, I don't think there are rules, and that's what makes interior design so interesting.

**Last comments:** It's wonderful to be inspired by trends, but my advice to clients is stay true to you and what makes you feel at home. Push boundaries that you're comfortable pushing. Create stunning show stoppers. But remember, ultimately it's their home, and I want my clients to feel comfortable in their space.

**For more information, contact**

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