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DIALOGUE WITH A DESIGNER

Melissa Roberts



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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 Melissa Roberts of Melissa Roberts Interiors.

Melissa Roberts has forged a successful career that centers on her innate ability to see the sum of an exquisitely designed space. Her passion for design, along with her faith, drive and the support of family and friends has propelled her forward in building a unique business in which she proudly delivers exceptional service as well as distinctive designs, assisting each client in finding the perfect element which reflects their style. Melissa prides herself in making sure every decision fits her client's needs in creating a custom space they will be happy with for years to come.

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

Melissa Roberts: Passion; 100 percent my passion. Interior design is something I enjoy doing and love to be a part of. It's an exciting venture with something new and exciting every day.

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

Melissa Roberts: As a creative I am able to assist the general contractor with the overall design and function of the project. I often work in conjunction with the builder to ensure that there is a systematic yet creative process underway. I can appropriately represent the design concept by eliminating doubt by incorporating colors, materials, tiles, lighting and more.

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

Melissa Roberts: I specialize in personalized, residential design that's both affordable and achievable. As a brand, I set myself apart by offering personalized concierge service customized to each project. I accomplish this by providing one-on-one services with inspiration coming directly from



my clients.

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

Melissa Roberts: I must admit I love a challenge. I take on projects of all sizes and accommodate all styles. Sometimes this willingness presents a challenge when I work on a style that I don't personally love. However, I can appreciate all design styles and enjoy digging in and designing something that is out of the norm. I have remodeled and helped build clients' dream homes of all styles from Spanish Colonial, to Modern Farmhouse, to French Country, to Transitional and to even more. All projects should present some sort of challenge, so that I am continuing to grow and learn along the way.

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

Melissa Roberts: I always begin with the client. I let the client/project inspire me so that I know what direction I should take. It is important to provide design elements that not only fit the aesthetics but also ones that work within the budget. After meeting with the client to determine style and budget, I then begin creating a mood board for the





project. This mood board evolves as the process continues to eventually become my client's dream home. Every room deserves to be beautiful and functional; this concept is the key to interior design.

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

Melissa Roberts: Builders and homeowners typically know what they want in terms of aesthetics but struggle with integrating the puzzle pieces to achieve the desired look.

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

Melissa Roberts: Design trends, oh, how I love them. I love to do research online, stay current with catalogues and visit showrooms during the "design week." One thing I always emphasize on social media, my website and to clients is that trends are great but never go too trendy. Keep the overall look of your home timeless but mix in trendy patterns,

colors and accessories that can easily be updated when the trend passes.

International Flooring: What is your favorite design style?

Melissa Roberts: Personally, I dream of a modern home with old world elements. I appreciate natural elements and incorporate them into every project to keep the home interesting. Imagine a vintage, rustic beam with a modern stain accompanying a dramatic, modern chandelier. I love mixing metals and pairing them alongside warm color tones with contemporary accessories.



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