

# THE METROPOLITAN BUILDER

Greater Houston Edition  
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## Dialogue with a Designer



**BATHS OF AMERICA**  
FINE BATH & KITCHEN GALLERY

Caroline Wheeler

Designer Details | Houston, TX





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*BATHS OF AMERICA opened its doors in January 2005 when brothers Ali and Zeeshan Sultanali decided to start selling plumbing and tiles to the Houston market. Baths of America focuses on customer service and partners only with brands offering quality products and customer service. In addition to plumbing, Baths of America now offers door and cabinet hardware, major appliances, cabinetry, and countertops. It has turned into a one-stop shop for designers, builders, and architects, offering the latest designs and trends in the market.*

*This month BATHS OF AMERICA speaks with Caroline Wheeler, owner of Designer Details. Caroline's passion for interiors and turning diamonds in the rough into beautiful homes, has evolved into a very successful & exciting interior and remodeling venture. Her success has evolved by making Houston homes beautiful, one home at a time!!*

**BATHS OF AMERICA:** *What motivated you to go into the interior design field?*

**Caroline Wheeler:** *Growing up in Australia I always found our homes to be uninspiring. I was constantly changing my room around as a child, hungry for a new look each time.*

When I began traveling the world in my early 20's my love and obsession for all things interior was truly born. I knew I had found my passion and wanted to be a part of creating interiors that would be both evocative and personal to my clients at the same time. I continue to enjoy the excitement of wanting to create living environments that are uniquely different and that realize the full potential of a space.

**BATHS OF AMERICA:** *How has the field of interior design changed since you graduated?*

**Caroline Wheeler:** My education in Australia focused more in the area of architecture. This didn't feed my craving to be on the front row of the design process. I've been a self-taught designer and remodeler for the past 20 years here in Houston and can't express how fulfilling this design journey has been. The industry has most definitely evolved in terms of educated clients. With the access to all the available online resources and social media, clients are definitely more self aware of style and their personal preferences. The continued improvement in design software has also been a major game changer in allowing us to present visual aids for a client to see either their new construction or intended remodel, completely reimaged





in ways like never before. The amazing selections in terms of materials has also never been so exciting, diverse, accessible or affordable.

**BATHS OF AMERICA:** *What sets you apart from other designers?*

**Caroline Wheeler:** Houston is home to many truly incredible designers. I believe that where I often differ is that I am well versed in the construction phase as well as the design. This helps to navigate the process of design differently and more efficiently for my clients, remodelers and builders. I'm extremely hands on at the job site as well as the design. My clients have complete access to me and know that when problems arise, I address them quickly and find solutions that won't compromise their design or project. One of the qualities my clients definitely enjoy is that I listen. This is their home, and it needs to be a true reflection of "the client". My job and passion are providing a design that beautifully echoes this sentiment in the most stylish ways.

**BATHS OF AMERICA:** *How do you begin the materials selection process when working with builders' and remodelers' clients?*

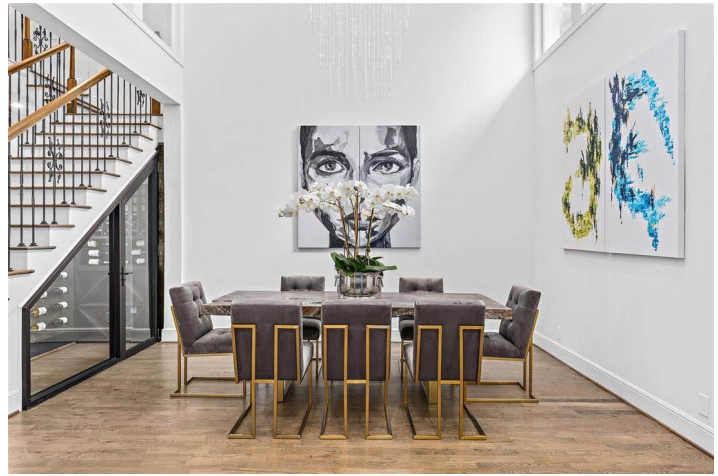
**Caroline Wheeler:** *A first step in this process is to have a discovery consultation with the potential client. I request any inspirational images they can provide that helps to*



learn their styles and preferences. I have a questionnaire that I ask clients to complete. This enables me to learn about their lifestyle, must have's, pets and all factors that I need to take into consideration when designing for them. This is also the time to discuss the dreaded word for many, "budget". Having the guide of a budget keeps many elements in line and is extremely important to have one to remain conscientious of all design selections and details. This initial meeting is very important. It provides a great amount of information that will help both the client and me also know if we are a good fit for each other.

**BATHS OF AMERICA:** *Speaking about staying current, how do you keep yourself up to date with all the design*





*trends happening in the industry today?*

**Caroline Wheeler:** Staying both current and on point with design trends are extremely important to me. I attend as many design conventions as possible each year. It's exciting to attend these and be at the forefront of design movements and developments. My continued relationships with long time vendors and resources also enables me to be aware of trends as they are happening. Being present on social media is equally as important. Not only are we able to share our works, but we also draw a lot of inspiration from the worlds leaders in the interior design industry this way. While trends are most definitely an important element incorporated into the design process, I also remain true to the client's personalities and always remember the design

ultimately must be a reflection of themselves and the way they desire to live.

**BATHS OF AMERICA: Any last thoughts, comments?**

**Caroline Wheeler:** I feel blessed to work my passions daily. To flirt with tradition while delivering unique living environments for my clients.

**Caroline Wheeler**  
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OF AMERICA**  
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