

THE METROPOLITAN **BUILDER**

Greater Houston Edition
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Dialogue with a Designer



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

Jennifer Burgess Loh, ASID

Burgess Loh Interiors, Inc. | 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 Jennifer Burgess Loh, ASID, Creative Director and CEO of Burgess Loh Interiors, Inc., founder, and principal of Burgess Loh is a Houston designer known for creating artistically curated interiors. Her extensive studies in the design disciplines, travel experiences locally and abroad, and her versatility with clients have created a loyal following for 30 years that extended her work beyond Houston and across the country.

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

Jennifer Burgess: As a young child I was always interested

in art and fashion. My aunt is an interior designer, and my uncle is a developer. I was exposed at an early age to the built environment and all things design related.

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

Jennifer Burgess: My first degree was in fashion. After about a week of my required internship I knew it wasn't my calling. I started a degree interior design after that. When I graduated CAD and all things computer was extremely new. We were schooled mostly in hand drafting. Online tools like Pinterest, HOUZZ, and Instagram were nonexistent.

BATHS OF AMERICA: *How can an experienced interior designer help a custom home builder or a remodeling contractor with their building or remodeling projects?*

Jennifer Burgess: A professional interior designer and team brings a lot to a project. We are often recognized as the MVP. We bring project organization, detailed specifications, manage deadlines, help with budgets, meet with trades to convey design and details, and most importantly we provide solutions when challenges arise.



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

Jennifer Burgess: I believe that for every project there is a designer/client “great match” in the universe. The trick is finding it. At Burgess Loh we believe the most important item in a successful project is the designer/client relationship. Borrowing from a good friend, that fit is a match if we can achieve the Design Trifecta: Can we do what you want, for the price that you want, in the timeline that you want. If so great! If not, we are not setting ourselves up for a successful relationship. I believe this formula and our honesty up front sets our firm apart.

BATHS OF AMERICA: *What has been your most challenging project and why?*

Jennifer Burgess: I would say one of our most challenging projects was a custom residence around 20,000 sq ft. This project started without the level of detail the client wanted in the plan set. We were brought on after plans had been finalized and we were designing almost daily just to keep up with the pace of the carpenter and the millwork. This is a big reason we prefer to start early with clients, at plan stage with the architect. –Side note it was a great success and we won five ASID awards including best of show.

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



Jennifer Burgess: Before material selection starts, we do an onboarding meeting with the client to determine their needs, their esthetic, and we have a meeting with builder/remodeler to understand their process

BATHS OF AMERICA: *What are some common mistakes made by builders and homeowners?*

Jennifer Burgess: I think sometimes it boils down to understanding the process. We always start with the big picture and funnel down into the fine details. It is getting



the clients comfortable with thinking outside the box and letting the designer do what they do best.

BATHS OF AMERICA: *Speaking about staying current, how to you keep yourself up to date with all the design trends happening in the industry today?*

Jennifer Burgess: One of the things I love most about design is it is always changing. Although, as they say nothing is new under the sun—it is new to the generation it presents itself to in the current moment. As a team we love knowledge. We attend trade shows both nationally and internationally and subscribe to a lifestyle platform that forecasts trend up to 4 years in advance. We also take CEU's for our industry throughout the year.

BATHS OF AMERICA: *What is your favorite design style?*

Jennifer Burgess: That is loaded question to a designer ;). I'd say over style, I love color, pattern, and texture and the interaction or juxtaposition between them.

BATHS OF AMERICA: *What fascinates you and how have you incorporated that into your designs?*

Jennifer Burgess: Culture and History. It started with two classes in my school years...History of Fashion and History of Interiors. I always try to incorporate some nod to these in my designs.



BATHS OF AMERICA: *How would you characterize your personal style?*

Jennifer Burgess: Two words: Eclectic and Layered

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