

THE METROPOLITAN BUILDER

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Dialogue with a Designer



BATHS
OF AMERICA
FINE BATH & KITCHEN GALLERY

Stephanie Alonzo

SJS Group



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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 Stephanie Alonzo; Interior Designer with the SJS Group. Stephanie was born in Venezuela and raised in Florida. She was surrounded by art and inspired by her family ever since childhood. Her grandfather was a wonderful painter/artist and her aunt was a profound architect. In 2019 Stephanie started a staging company and pretty much enjoyed every aspect of it, from decorating to seeing beautiful homes get sold in a timely manner. In 2020, She started working with the SJS Group, as their interior designer, and considers it to be quite an honor. The SJS Group is currently working on several projects in the River Oaks and West University areas and Stephanie is looking forward to making these

homes extraordinary.

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

Stephanie Alonzo: Ever since I was a little kid, I always had an eye for art and design. Coming from an artistic background, I was always aware of what looked good or not so good. Your surroundings are part of you. They affect how you feel. Having a place where the design coordinates with you, has a positive impact on your daily life. It was important to me that my environment made sense. I knew that interiors were a big part of me and that was something I wanted to pursue as my career.

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

Stephanie Alonzo: Design is always changing but it also comes back around. I don't believe in right or wrong. I believe in mixing and creating a unique form of expression/design.

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



Stephanie Alonzo: Having an interior designer will guide builders or contractors through the process, designers will coordinate the right selections for each project, and will allow builders to focus on creating more possibilities for their business. Finally, organization is the key. It's important that everyone have their own duty in the field in which will reduce mistakes during the process.

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

Stephanie Alonzo: Every designer is unique. We all have different ideas and inspirations. My designs relate to emotions, with how I/you feel in the space and how the environment makes you feel. My goal is to always create a beautiful space in which my clients can feel comfortable, relax, and connected.

BATHS OF AMERICA: *What has been your most*

challenging project and why?

Stephanie Alonzo: Every project has its challenges. So far, I do not have one where I felt overwhelmed. But overall challenges come in waves. Missing this, adding that it is part of the exciting journey.

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

Stephanie Alonzo: I usually start by brainstorming the house style (contemporary, traditional, modern, etc.) then I asked myself what I can do to make this home one of a kind. After that, the decision making starts with cabinet selections, color schemes, bathrooms designs, plumbing selections, tiles, stones, hardware, bath accessories and finally light fixtures.

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?

Stephanie Alonzo: I find it important to attend trade shows, follow designers all over the world as well as doing research through the media. There is so much out there to discover. It's fascinating.

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

Stephanie Alonzo: Transitional/Contemporary Style.

BATHS OF AMERICA: *What makes SJS Group different from other builders?*

Stephanie Alonzo: What makes the SJS Group unique is the mindset to bring astonishing, modernistic designs and finishes to each home that they build. We often see builders highlight only the most common areas in homes such as kitchen, living and master. The SJS Group

values every detail while incorporating the latest home innovations. The floor plans are designed with functionality and maximization of space. The finishes are selected with personalization for each room. It creates spaces and comfort in homes that our clients want. Simply put, SJS is passionate about making exceptional homes and developments.

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