

# THE METROPOLITAN BUILDER

Greater Houston Edition  
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## The Wm, A Luxury Design Brand At Its Finest

The WM | Houston, Texas





# The Wm, A Luxury Design Brand At Its Finest

By Mary Lynn Mabray, ASID

Upon entering The WM showroom, it is abundantly clear that glamour mixed with pop art, high-style furnishings, out-of-the-box thinking, and custom design is the trademark of this dynamic design duo, LeTricia Wilbanks and Selena MacKay, also known as The WM. They are welcoming, strikingly beautiful, funny, and extremely knowledgeable.

They could easily be intellectual twins, as they finish each other's sentences, have the same design philosophy, and are one-track-minded. Wilbanks remarks, "welcome to our addiction...let us seduce your senses". Having a home designed by The WM is an artistic seduction and a trip down the "yellow brick road" of joyful experiences and life lessons in the beauty of architectural and interior design.

"Our clients want large, comfortable spaces and furniture,





but they still like to incorporate a modern edge while ensuring that everything is warm, comfortable, and inviting. It is about a vibe.”

To this designer, “vibe” does not mean trendy. In fact, “The WM vibe” is anything but trendy. It is one of edgy elegance, real-world comfort, and intelligent selections. They enjoy working with each client’s builder and or architect and are open to forging new relationships with architects and home builders of like mind.

Wilbanks and MacKay met at an industry function in 2018. Their conversations centered around their mutual love of fashion and modern design. Another year would pass while Wilbanks worked with her business coach to narrow down her business goals and continued with various design

projects. In the meantime, MacKay was also practicing design and mentally adding bits and pieces to her dream.

After attending a business conference, Selena decided to get serious about her dream of a design showroom. There was only one person she considered as a potential partner, LeTricia Wilbanks.

However, they had not spoken in almost a year. Selena took the plunge and invited LeTricia for drinks. They each discovered they shared a passion for modern design that visually seduced the senses, was beautiful, and created the best life for the client.

When Selena presented her idea to LeTricia, they were both surprised to learn that independently, they had each been creating their own vision boards, laced with similar ideas





and almost identical business models even down to the square footage and look of their dream showrooms.

Call it destiny, call it synchronicity; Selena and LeTricia felt it was a match made in heaven. This designer agrees wholeheartedly. They are both uniquely gifted and ambitious. Each has a delightful sense of humor and personality, which is so essential to maintain in the design business. After much planning and a lot of talking, they opened for business in 2019, right at the start of Covid. However, they did not let the virus deter them and continued to work, plan, market, acquire lines and hire talented designers. They were more than ready when the Covid restrictions were lifted.

It wasn't long before potential clients began to call and

hire them. The rest is history. What started as a dream has turned into a thriving reality.

Their mission is to “transform environments and the experience of home and work to enhance relationships, productivity, and pleasure. We create spaces that are modern, seduce your senses and make you feel alive.”

*To reach The WM, you may  
visit their boutique showroom at  
7800 Washington Avenue Suite 400,  
Houston, TX 77007*

*Website: <http://www.the-wm.com>*

*You will be glad you stopped by to peruse their collection.*







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