

THE METROPOLITAN BUILDER

Greater Houston Edition
themetropolitanbuilder.com

Dialogue with a Designer



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

Letecia Ellis Haywood

Letecia Ellis Haywood Interior Designs | Bellaire, TX



Dialogue with a Designer

Letecia Ellis Haywood

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 provides door and cabinet hardware, major appliances, cabinetry, and countertops. It has become 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 Letecia Ellis Haywood. With over 18 years of luxury design experience, Letecia imparts her refined aesthetic to projects locally and across the country. She combines creativity with problem-solving in design thoughtful yet beautiful homes for her clients. A lover of fine art and architecture, she spends her free time traveling stateside and abroad for design inspiration and education.

BATHS OF AMERICA: *What motivated you to enter interior design?*

Letecia: Believe it or not, I wanted to study journalism. In high school, I worked at the local newspaper and tried my best to get into the Dan Rather School of Communications

at Sam Houston State University. I had to pivot, so my sister recommended the interior design program at SHSU (she was a Fashion Merchandising major). My first class was about the history of furniture, and I loved it! It motivated me to keep moving forward. I still have that book, which is currently on my studio's shelf.

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

Letecia: It's changed so much! I graduated in 2004, and social media didn't exist. Now, social media has taken over. I spoke with my associate designer about this – there should be a class regarding social media/marketing for interiors in current design programs. Also, I learned hand drafting and had to minor in AutoCAD for computer drafting. Now, Revit is the preferred drafting program taught in most design programs.

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

Letecia: An experienced interior designer can help break down the technical aspects of construction to the client. Construction projects are stressful, and there are many decisions to be made. The goal is to help guide the client





Photograph by Analicia Herrmann

and make the process easier for them.

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

Letecia: I believe all projects have their challenges. After all, design is problem-solving at its core.

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

Letecia: I first schedule plumbing, appliance, and door hardware selection meetings. The team and I also present different tile and countertop options during this phase to help nail down the overall design aesthetic for the project.

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?*

Letecia: The team and I attend design trade markets (High Point, Dallas, Round Top, for example) and keep in close contact with our trade vendors throughout the year. In addition to attending markets, we keep up with any sites related to the interior design business.

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

Letecia: I love and appreciate all design styles!

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

Letecia: I love any design element that is functional and practical (like lighting, for example); but innovative. We provide images, details, and drawings to ensure the selection works before presenting them to our client. The last thing we want to do is show something that can't be done!

For more information contact

Letecia Ellis Haywood

Interior Design at:

6802 Mapleridge St, Suite 209,

Bellaire, TX 77401

Phone: (713) 714-1282

Email: design@leteciaellishaywood.com

www.leteciaellishaywood.com



☎ **713.572.2284**

bathsofamerica.com

APPLIANCES ■ PLUMBING

HARDWARE ■ CABINETRY