



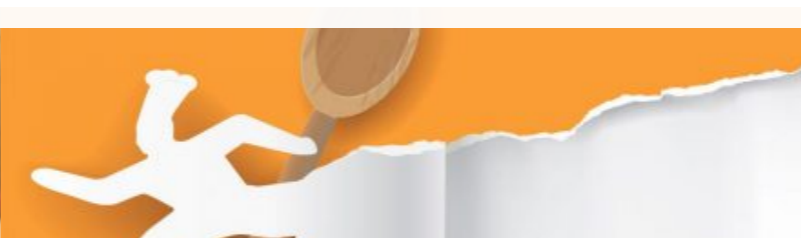
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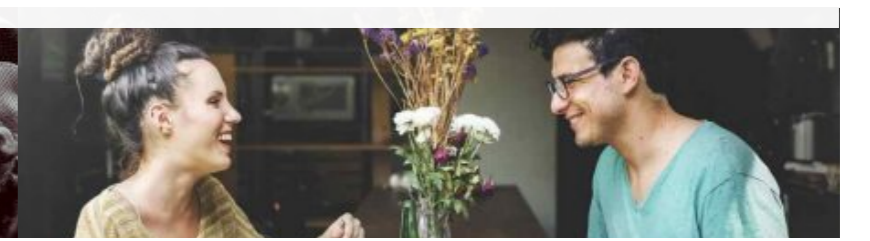
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JANUARY 8, 2020

## Meet Shelby Whitfield of Modern Menagerie Interiors in Dallas-Fort Worth



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Today we'd like to introduce you to Shelby Whitfield.

**Shelby, before we jump into specific questions about the business, why don't you give us some details about you and your story.**

I grew up on Candice Olson and Sarah Richardson HGTV, fascinated by their architectural drawings and beautiful projects. I remember deciding, as a kid, that design was what I wanted to do. I knew nothing about the industry other than the gorgeous results and knew I wanted to create homes like those. After getting my interior design degree, I never dreamed I'd end up at one of Dallas' top firms, but I did, and I'm so grateful for the experience that pushed my knowledge and skill beyond what school could teach. But when my son was born, I decided to practice setting an example of bravery for him and opened my studio, something I never anticipated I would do.

I'm still obsessed with design. I strongly believe in how much positive impact a well-designed room can have on anyone lucky enough to enter it. I also believe the design process should be a special experience and have found that creating trusting relationships with my clients is crucial to a beautiful result. I am excited and grateful to be able to continue to build relationships and homes as Modern Menagerie Interiors.

**Has it been a smooth road?**

Interior design is never as smooth behind the scenes as it (hopefully!) looks to the outside. It tends to be a cyclical industry, very "feast or famine." I started my business a little more abruptly than I typically like to do things, but that allowed me the time to set up my processes well. Now, it's starting to be a challenge to fit new clients in!

**We'd love to hear more about your business.**

Modern Menagerie specializes in full-service interior design and offers digital consultation packages for long distance clients. I'm proud of my narrow service offering because it allows me to focus on what I love doing: taking care of all the details of a project! It can be hard to say no to other services, like staging or color consults, but saying no allows me to say yes to my projects. I won't rule out a-la-carte services in the future, but for now, I love walking with my clients from beginning to end.

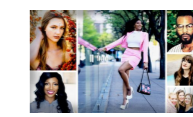
**Is our city a good place to do what you do?**

Dallas- Fort Worth is wonderful for interior design! There are so many resources to learn (and source) from, and so many wonderful clients to go around that I'm very glad I had the chance to start my career here.

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