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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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