



SUSAN SEMMELMANN

INTERIORS

*The spirit of living is in the giving*

**Susan Semmelmann Interiors** — combining innovative creativity with classic design traditions to create spaces that are as beautiful as they are livable



Susan Semmelmann  
Founder & CEO

### Giving the world stunning and personalized interior design services

Susan Semmelmann is the Founder and CEO of her eponymous interior design firm, Susan Semmelmann Interiors. She has the incredible privilege of providing top-notch client service and luxury design while also investing back into the community to make a difference. The passions that fuel her drive revolve around a solid foundation of faith, family, community, and good old-fashioned *"fingers in the dirt."*

**F**rom people wishing to have grand mansions to those wishing to have a small cozy yet home full of all amenities, one thing that has remained constant is the love and admiration for aesthetically pleasing interiors.

You might think interior design hasn't made a

difference in your life. However, the truth is that it has likely been a factor in millions of situations in your everyday life. From an especially gracious dinner at a friend's house to a store that you love to shop at time and again, interior design has the power to make spaces more compelling and to amplify your experiences in them.

Susan Semmelmann Interiors offers bespoke interior designing services. Susan Semmelmann Interiors delivers an outcome that is unique and creative while making the experience fun and exciting. The firm believes in honesty and sincerity while caring about the satisfaction of each customer.

Susan Semmelmann Interiors are devoted to the client's vision. The firm wants to design an interior that turns clients' houses into beautiful homes that they're proud of. Susan Semmelmann will design the client's interior to the last detail, blending different elements to meet their vision.

### In conversation with Susan Semmelmann, Founder and CEO of Susan Semmelmann Interiors

***Susan Semmelmann Interiors delivers an outcome that is unique and creative while making the experience fun and exciting. So, how did you come across this idea, and how did you take this forward?***

When I launched my brand in March 2019, I brought 23 years of experience in design and construction to the table. Armed with my expertise and a crystal-clear vision, I stepped out in faith to begin my new venture with no clients and a handful of employees willing to join my journey. We have grown leaps and bounds in three and a half short years, with 70 projects currently in the works, which is humbling, to say the least. It's been a steep learning curve, but exciting and worth every minute. *"The Spirit of Living is in the Giving"* is not simply a catchphrase for my business, it is the very foundation of what we do – I live and work to give back to those around me.

***How was the journey to build your mark in the industry?***

The journey has been fun and fascinating. I've loved every minute of the process, from the initial launch to where we are now. It's a journey worth taking that challenges us to walk out a calling in faith. I knew that if I took the step of pursuing this dream, it would greatly benefit many people in the process because it is a labor of love born out of a heart of giving. There have been challenges to scaling the business the right way with such quick growth, but I see challenges

as growth opportunities. I truly believe that the quality of life lies in how you choose to see it. It's all about perspective. Difficulties are guaranteed, and when they come, they reveal character. It's so crucial to safeguard integrity no matter what comes our way, and it's worth guarding something I know is a precious gift.

***How have you managed to deliver so well and consistently to your customers? What is the factor that gives you the edge?***

I think our edge is more about a mindset than anything else. Professionally and practically speaking, Susan Semmelmann Interiors is a turn-key design firm that focuses on delivering excellence. We can walk our clients from construction through completion—start to finish. We provide many levels of custom consultation and design options, as well as hundreds of top-quality vendor lines offering art, décor, and furnishings. With an eye on supply-chain issues, we are focused on diversifying product access and availability to cover our client's needs, including opening our furniture manufacturing facility! We also custom design and manufacture our lines of bedding and drapery.

***Do you have any thoughts you would like to share about being a woman leader or advice for other women carving a top management space?***

While I do want to be a role model

by inspiring women to believe in themselves and pursue their passions, I truly want to be that person for anyone and everyone, man or woman. My desire is for people to look at my journey and see what it takes to roll up your sleeves and do the work to breathe life into a dream – it's so worth it! My story is relatable to anyone who knows there is a passion and a calling in their life but needs that push to start along the path to pursue it. I didn't know everything before I started my business; I simply started, and everything has been revealed along the way at the right time. I put one foot in front of the other every day and learn as I go.

***What is the roadmap of your company in terms of expansion?***

While we build dreams for our clients, we have also built something exciting in Fort Worth! Our 10,000-square-foot building houses our firm offices as well as our Fort Worth Design Studio. The studio will soon be open to the public, along with our online store and custom in-house manufacturing options. The concept is to open these resources to the public and give other designers more options to offer their clients. I'm passionate about sharing what I have to help others... help others! By providing these options, we can reach beyond our physical location through online ordering and virtual design consultation – there is no limit to our availability across the globe!

***"From residential to commercial, we strive to make our client's dreams a reality."***