

# LUXURY HOME

*quarterly*



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#### FASHIONABLE ACCENTS

Cheryl Kees Clandemon created this kitchen using a mixture of materials, including ebony-stained walnut cabinetry and fashionable light fixtures.

## In Detail Kitchens • Baths • Interiors

MATCHING CLIENTS' TASTES WITH EXPERT KNOW-HOW

by Amy Meadows

Cheryl Kees Clandemon is not afraid to argue with a client — gently. In fact, as the owner and principal designer of the Pompano, Florida-based In Detail Kitchens • Baths • Interiors, she actually welcomes the opportunity. That's because every time she has a debate with someone who has hired her and her team of talented design experts, she knows that she's not only doing what's best for them, but she's also giving them what they came to her for — whether they realize it or not.

"I tell clients that they get what they pay for with me — my best opinion based on my experience. That is what they should get," says Clandemon, who started the full-service, award-winning kitchen and bath design firm 10 years ago, after leaving a

career in sales and marketing at a large radio station in San Diego. "Every member of our team cares about all of our projects, and we keep our clients' best interests at the forefront of all decisions we make. I often say that sometimes it would be easier to just agree and get to go home. But the day I start 'just agreeing' with clients, or even subcontractors, is the day I hang up my tape measure."

That kind of careful straight talk is pretty standard for Clandemon, who notes that she is the "poster child for busy, divorced women who have more guts than sense." In the late 1990s, after finding herself suddenly single with two small children and living in a new city, she felt the need to reinvent herself while finding a way to be gainfully

employed. With a fine-arts degree in hand, as well as the much-loved experiences of rehabbing houses and helping friends design their residences in her previous hometown, she decided to launch her own business, focusing on creating spectacular kitchens and baths that reflect the personality, lifestyle, and taste of each individual client. In 2000, she officially opened the doors to In Detail Kitchens • Baths • Interiors, serving homeowners along the Gulf Coast and across the country.

Since the beginning, Clandemon and her team — which includes designer and lead project manager Stacy Seawoods, interior designer Julie Hancy, furnishings designer Kristin Bruns, and design assistants Amanda Lynch and Emily Hibberts — have



#### HISTORIC CHARM

In Detail installed a vintage beadboard ceiling and integrated the appliances with the cabinetry to keep the kitchen in line with the historic feel of this home.

dedicated themselves, not only to demystifying the design process for clients and communicating effectively with them throughout, but also to taking every project from conception to completion.

"We do it all, from first sketch to final execution," Clenderson notes. "I really like to execute what we design. In Detail has become a one-stop shop, so we manage our own projects, and when we need a licensed contractor, we have one that we work with all the time. This has evolved over the past few years because I think so many people have been burned and are realizing the value of having one team in charge of a project — one team that knows all of the intimate details of that project, and has the experience to question subcontractors when necessary, asking the right questions and getting the right answers back."

Whether it's a small bathroom project with a modest budget, or a higher-end kitchen remodel on a home with a multimillion-dollar price tag, every client is afforded the type of innovative and original work that has allowed In Detail to stand out in the industry. One look at the firm's portfolio—featuring everything from an exquisite English Tudor kitchen to a colorful beach bath—reveals why the company has garnered such accolades, earning numerous national and regional design awards over the years from the National Kitchen & Bath Association, as well as recognition in a myriad of other design competitions, includ-

ing the Casestudies Dream Design Contest and the Sub-Zero/Wolf Kitchen Design Contest. "I'm a big-time creative, out-of-the-box thinker," Clenderson says. "I'm also a doodler, and doodle ideas night and day. I find inspiration everywhere. I'm an information junkie, and I travel a lot. I always carry photos of current projects, so if inspiration strikes, I have the client's photos and current drawings with me to doodle on. I love it."

Clenderson also loves the direction that In Detail is heading in. Having recently moved into a new 1,000-square-foot design showroom—which allows the firm to offer new services like custom window treatments and space planning, and to carry more furnishings, high-end decorative hardware from companies like Rocky Mountain and Fusion, and decorative plumbing from Brier, Sante, Sigma, California Faucets, and many others—the team has prepared itself for nothing but growth and success. And by simply doing what they've done for the last decade, these consummate professionals, led by a woman who is "a bit irreverent, a little crazy, and very intuitive," undoubtedly will continue to achieve great things, making a lasting impression along the way. "We are a creative and dynamic team that does not do the 'everyday' type of work," Clenderson says. "We're unique, and we're approachable. When you hire In Detail, you are hiring a team that cares, and every client we have ends up being a friend to all here." ■

#### In Detail's Favorites

With a decade of experience in the kitchen and bath remodeling industry, Cheryl Kees Clenderson knows which design elements can make or break a project. She lists the following as her favorites:



1. BRIZO VIRAGE LAVATORY FAUCET IN CHROME: "This is intrinsically a beautiful piece of art!" [brizo.com](http://brizo.com)

2. SUB-ZERO REFRIGERATOR DRAWERS: "This is the most awesome innovation in appliances as far as I am concerned, because it allows 'targeted' refrigeration." [subzero.com](http://subzero.com)

3. TOTO TOILETS: "Any of them—they are all I will sell." [totousa.com](http://totousa.com)

4. HANSGRÖBE EXPOSED THERMOSTATIC SHOWER SYSTEMS: "They are classic in design, and there's no way a plumber can mess up the valves!" [hansgrohe-usa.com](http://hansgrohe-usa.com)

5. NEPTUNE'S WIND TUB: "I love this five-foot alcove tub and have used it so many times." [productsneptune.com](http://productsneptune.com)

6. CALCUTTA GOLD MARBLE: "I can make this look awesome in a traditional design or a contemporary one."

7. BLANCO SILGRANIT SINKS: "These are amazing, and I use them whenever I can." [blancoamerica.com](http://blancoamerica.com)

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