



# Dovetail Design and Cabinetry

Amy Hart is with Dovetail Design and Cabinetry in Charlottesville, Virginia. She has been in the kitchen and bath industry for over 20 years. We had the privilege of talking with Amy about Dovetail and her experience in design. When Amy got her degree in interior design, it led her toward architectural and commercial design. She then found kitchen and bath design and fell in love.

We asked Amy what makes her so passionate about her job and her response was incredible.

“Oh, so many things! I love seeing my staff succeed; I love seeing them feel fulfilled when their design comes to life. I love seeing my 2D drawings come to life.”



Bouncing from her incredible staff, she then took a moment to talk about her customers, “The clients and their satisfaction and just their complete joy in a new Wellborn Cabinet kitchen is just worth it.”

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We asked Amy what really set Wellborn Cabinet apart from cabinet manufacturers she has worked with. Her response definitely made us smile, “I have to give Wellborn Cabinet a lot of kudos, actually. They are so forward thinking when it comes to product development. Their product launches are very timely,

and they read the market very well.”

What sets Dovetail apart from other companies? We asked Amy and she says it’s all about the people behind the name.

“We are such a family, and we back each other up 100%. There’s quite a range of skill levels and the people with more experience are always helping the people who are newer. That way, we both get the fulfillment of a job done really well.” She emphasized her point by adding, “Everyone sells cabinets, but



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what's going to give you the best experience is someone who works at Dovetail."

Amy's interest in working with Wellborn Cabinet grew when she saw our product in the Southern Living house in Charlottesville in 2015. "We had already been kind of working with Wellborn, but that kind of launched us on the Charlottesville market. Everyone loved that kitchen, and they all came to Dovetail saying they wanted that kitchen. So, that really helped us market our company."

She went on to say, "We got to know the Wellborn family really well. They came out to visit; they worked the show with us. It was an amazing partnership, so from day one they were so supportive of Dovetail." From what we've learned of Amy so far, Dovetail is her passion. We wanted to see if there was a specific milestone or project in particular that she was excited



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about. “A lot of dealers have fantastic projects that they are so proud of, and we do as well. But not many can say that they have Wellborn Cabinet products in Thomas Jefferson’s Monticello.” She’s beaming with pride at this point, and who could blame her?

“Living in Charlottesville, we get the opportunity to work with fantastic companies and non-profits. We were asked to do the cabinetry in the President’s home in Monticello. We weren’t allowed to talk about it at the time, and I can’t really show pictures, but it was an amazing project, and a great team, and it just turned out fantastically.”

Wellborn Cabinet is impressed with Amy and her team at Dovetail and



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we were eager to learn what's next for Amy and her team. "Looking into the future is so hard without a crystal ball, but I think online sales is going to be where the next big revenue source for us lies."

One of the things Amy is most proud of with Dovetail is the experiences they give clients when they come in, however, she says there are different types of clients



out there that the online sales would cater to. "There are those clients out there



who just want quick, they know what they want, and they want to order it by themselves. So, I think that's where we're headed, adding that as part of the Dovetail offering."

We're so excited to see Amy and Dovetail Design and Cabinetry consistently grow and take the world by storm and absolutely can't wait to see what they do next. We want to thank Amy for taking the time

to talk with us and discuss her incredible company and their business with us.