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FAMILY BUSINESS AWARDS

Family ties allow interior design business to go national with its unique approach

First Generation Finalist

Apr 19, 2019, 5:00am EDT

Christina Britt Lewis, Tim Lewis, Cole Lewis, Bill Britt and Linda Britt are not only family but co-workers at The Redesign Co., an interior design business that wants people to “love coming home.”

The concept behind The Redesign Co. is to reincorporate clients’ cherished items, decor and furniture pieces into a newly designed, beautiful space.

“People’s homes are our canvas and their things are our medium,” said Britt Lewis, the company’s creative director. “We’re happy and proud to work with those things to make them beautiful.”

The business, which started in 2005, once had a marriage counseling component, too — after the family moved down South from New Hampshire, Tim Lewis went back to school to get his master’s degree and became a therapist. But, today, the business is primarily focused on redesigning homes.

Tim Lewis has a corporate job but still co-owns the company with his wife and handles some operational tasks, including the website and marketing materials. Their sons, Cole and Camden, are project assistants; Uncle Bill serves as construction manager; and Linda Britt, Christina’s mom, is design assistant.

The Redesign Co. has gone national since its foundation in the Charlotte region almost 15 years ago, with Britt Lewis completing redesigns in places like San Francisco, Texas and Connecticut. The plan is to eventually hire on-the-ground designers in Portland, Oregon; Austin, Texas; and Connecticut or New York.

The Redesign Co. blog, Houzz.com and Instagram have been primary buzz generators and business drivers for the company through testimonials by clients. In fact, the family notes, the company only did a paid advertisement once, many years ago, in a local newspaper.

Though growing, the company remains small and tight-knit. It has fewer than 10 employees, including one of the only non-family members, Kelly Ligs, who handles all day-to-day operations.



MELISSA KEY

The Redesign Co. family members include Cole Lewis, project assistant; Tim Lewis, CEO; Christina Britt Lewis, creative director; Linda Britt, design assistant; and Bill Britt, construction manager

What's your approach to interior design?

Christina Britt Lewis: We go in and we find the beauty in what's already there. People take us under beds and into attics to show us things they've never known what to do with but are meaningful to them, so taking those things and hanging them on the wall or putting them in a frame, that's what makes a person's house a home and what makes it look and feel like them.

We come in, we look at what they have, we make a wish list of any new things we want to buy for them. Our approach is the most affordable solution first so our whole concept is a high-end look at a low-end price.

Our clients don't see a whole lot ahead of time; we don't collaborate and show them storyboards and samples of things. But if they don't love it, they don't keep it.

What does the future hold for The Redesign Co.?

Cole Lewis: With the flexibility of the "love coming home" brand, there's so many opportunities for me or my little brother to turn it into something.

Christina Britt Lewis: We just bought lovegoingaway.com. Cole is finishing his senior year in college but his deep passion and love is scuba diving. We'd love to see him take people away (on vacation).

Was having your family work with you important?

Christina Britt Lewis: My mom saved the day, like moms do over and over again. Everybody knows how difficult it is to start a business and become successful. I think if we had to hire out all of the parts that these people in this room do, we wouldn't be here today.

Ashley Fahey

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