

Jennifer Wagener Interiors: A Journey of Design and Southern Roots



BY JENNIFER WAGENER



JENNIFER WAGENER
DECORATING DEN INTERIORS®

Creating Beautiful Homes throughout South Charlotte

**Fine Furnishings • Custom Window Treatments
Wallcoverings • Lighting • Accessories • Outdoor Living**

Schedule a personal appointment today:
803-431-6896
jwagener@decoratingden.com
jenniferwagener.decoratingden.com

In a bygone era, the Ballantyne area was merely a two-lane highway connecting Charlotte and Indian Land, SC. As a native of Charlotte, NC holds cherished memories of my childhood spent in the Indian Land, SC region. **Both my paternal and maternal grandparents called the Indian Land and Fort Mill area home, creating a rich tapestry of family bonds that shaped my upbringing.** Growing up surrounded by great aunts, great uncles, cousins, and an extended family, my maternal grandmother, fondly known as "Grammy", expressed her reluctance to rural life, feeling like she lived in a "fishbowl" by her siblings. "I've been all over the world, and I'm right back where I started," she would often say.

This sentiment resonates with me and my mother as well. My teenage years were marked by frequent relocations, including a significant move overseas to an island in the South Pacific. This transformative experience exposed me to diverse cultures, customs, and values, leaving an indelible mark on my perspective.

Returning to the Carolinas to raise my three children and stay close to family, I spent three decades at Bank of America. However, my true passion lay in interior design. To sustain my family, I kept the flame alive by working part-time as a decorator for another Decorating Den Interiors owner.

In 2020, I took a leap of faith, partnering with Decorating Den Interiors to establish my own firm, Jennifer Wagener Interiors. **Opting for this collaborative approach over independence brought a host of benefits, including access to top-quality vetted suppliers, a turnkey business platform, ongoing training, and support from the extensive DDI network of designers.** This partnership allows me to run my business independently while leveraging the tools and support DDI provides for success.



****The Design Process****

My design journey with my client begins with a 20-minute discovery call to ensure a harmonious fit between the designer and client. Once the client and I have discussed the project, I will travel to the clients' home and provide a one-hour complimentary consultation. The consultation delves into my design approach, the review of the letter of agreement, timelines, and client expectations. It serves as an opportunity for me to understand the clients' visions for their homes or spaces, refraining from providing design advice in the initial meeting.

Once the decision to collaborate is made, my creative process unfolds in my Rock Hill studio. **Clients engage in the design experience, choosing fabrics and exploring various samples related to their vision.** While trends are acknowledged, my work is inherently client-driven, with a focus on customized solutions. My business model ensures flexibility to cater to clients at various price points through a range of suppliers.

I draw inspiration from my overseas experiences and my farm near McConnells, SC, encompassing 25 acres, a shared pond, and an array of livestock, including chickens, pigs, dogs, and cats. **The sunset over the pond becomes a daily source of inspiration, offering a kaleidoscope of color palettes.** I attribute my success and business vitality to my clients, by emphasizing the importance of a top-notch client experience achieved by going above and beyond on every project. My signature touch includes surprising clients with personalized gifts at the project's completion, reflecting their preferences or cherished items observed in their homes.



As a country girl at heart, I find solace on my farm by tending to the animals, gardening and horseback riding, reminiscing about the simplicity of days gone by. From driving down 521 to my Grammy's, making mud pies, playing in trees, and savoring fresh muscadines and tomatoes, these experiences form the essence of what makes me whole. The landscape of cotton fields, small community churches, and friendly waves from neighbors encapsulates a sense of nostalgia for a simpler, slower pace of life.

**We can't take you straight to your plane,
but we'll gladly drop you
right at the terminal.**

Rose
Chauffeured Transportation, LTD.

Call: 704-522-8258
Email: Sales@RideRose.com