

PROFILE

Dennese Guadeloupe Rojas

Updated June 2005

Interior Designer
Interiors by Design

Owner
ia etc

Professional Background:

Dennese Guadeloupe Rojas began her career in the design field in 1991, setting up shop in her Burtonsville home. An Interior Design graduate of Bauder College (Miami, FL), Ms. Guadeloupe Rojas had the skills she needed to get started, the trick was finding the customers. It didn't take long for word to spread and soon Ms. Guadeloupe Rojas was going from window treatments, furniture and color selection to full scale design work.

Over the next 10 years she steadily built up her practice, branching out into residential design and developing a special niche working with NFL players. Tampa Bay Buccaneer players, Anthony McFarland and Shaun King, and Antonio Freeman who plays for Green Bay, are among the satisfied clients. In recent months Ms. Guadeloupe Rojas has teamed up with a former NFL player who is now a real estate agent working with professional players. Together they feel they can offer their clients talent, patiences and and understanding *of* their unique needs.

In 1999 Ms. Guadeloupe Rojas officially incorporated her design business, calling it *Interiors by Design*. The company's growth necessitated many trips to High Point, North Carolina for furniture and home accessories. This is where her next business idea took hold. Ms. Guadeloupe Rojas found that many of the showrooms would not sell to her unless she placed larger orders. The solution?...open a home furnishings store that would not only provide for her current clients needs, but would also be a means of reaching out to potential customers. It had always been her dream to open a shop and the timing was finally right.

ia etc opened in May of 2002. Ms. Guadeloupe Rojas chose a new upscale marketplace in Silver Spring, Maryland. She joined neighboring high-end retailers Stronsnidrs hardware store and Whole Foods as one of the first businesses in this new commercial development. She felt confident that there was a demand for her sophisticated contemporary merchandise in this Montgomery County neighborhood, since many of the high income people living in the area were already traveling to Rockville and Bethesda for similar quality and service.

Both the store and design services have prospered. In recent years Ms. Guadeloupe Rojas has honed her merchandise mix and expanded her design services adding new junior designers and taking on some commercial design business, including a few projects in St. Thomas.

Personal History:

Born in Trinidad, Dennese Guadeloupe Rojas grew up in St. Thomas, U.S. Virgin Islands.