

POWER PLAYERS

SHANNON CRAIN DESIGN

Shannon Crain

PRINCIPAL

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As a child, Shannon Crain loved to explore the nooks and crannies of the home her grandfather designed and built atop a hill in East Texas. Every room had its own personality, down to the his-and-her walk-in closets with ballet pink-stained cabinetry for her grandmother and blue-stained for him. “Each space was designed to suit their style and needs,” the interior designer says. “It’s still my dream house.”

Like her grandfather, she emphasizes personal details for the West University, Memorial and vacation homes in which she specializes. Any project starts with her asking questions. Her findings—not just her trademark moody palette and rich textures—influence the décor. She goes to extreme lengths—or heights—to include a family’s cherished possession. “I once had to bring a sectional in through a second story window.”

Otherwise, function comes first for Shannon Crain Design, launched in 2009. “I create timeless interiors that are polished yet comfy where people can entertain—but also pile on a sofa to watch movies.”

In her downtime, she enjoys yoga, cooking with her niece and nephews, and fixing up a barn house in Lometa, Texas. She also supports charities including the anti-trafficking nonprofit Elijah Rising.

The empowerment of looking your best should extend to your home, she believes. She once matched drapery to her client’s blush “because your surroundings should make you look your best,” she says.

“Besides, those special touches often become an in-joke that the client and I get to smile about forever.”