

HOME FURNISHINGS

Michelle Workman Interiors' Michelle Workman: Luxury Woman to Watch 2022

November 30, 2021



Michelle Workman

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 26 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Here is one honoree:

Michelle Workman

Owner

Michelle Workman Interiors

Los Angeles and Chattanooga, Tennessee

"People are beginning to eschew the disposable. It will be less about consuming luxury, and more about investing in the experience of luxury"

What do you most like about your job?

I love the beginning of each project. After I've met and interviewed a new client, their personality fills my head until a design comes pouring out. Sometimes I can't get back to the office fast enough to start pulling together elements for their design.

It is always a heady rush of creativity at the start.

What is the biggest challenge in your work?

Juggling all of the different hats that I wear: creative, executive, PR, marketing, etc.

I am predominantly an artist and all of the business and administrative tasks are really learned behaviors.

I have a few scientist/mathematician/engineer types in my family, so logic and problem solving were part of my

upbringing, and has certainly helped in that arena tremendously, but it is not a native talent as it is with others.

What is your work priority for 2022?

Streamline the processes, and make them more efficient so that what I do as an artist/designer can be reproduced by other designers in my firm, without losing any of the artistry, or client amenities that we provide.

We are constantly seeking the ultimate artistic and seamless design experience for our clientele.

What is your proudest achievement in luxury?

Being consulted by several different major corporations on coming trends in the luxury sector was an accomplishment not experienced by many luxury interior designers. Seeing those ideas then implemented and prove successful were very proud moments.

How do you see luxury evolving in 2022?

I believe it is becoming a journey of self-discovery.

People are beginning to eschew the disposable. It will be less about consuming luxury, and more about investing in the experience of luxury services, quality, detail, uniqueness and how these things relate to your self expression.

[Want to know the Luxury Women to Watch 2021 list of honorees? Please click here](#)

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.