

HOME FURNISHINGS

BAMO's Anne Wilkinson: Luxury Woman to Watch 2023

November 30, 2022



Anne Wilkinson

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 25 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.

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Here is one honoree:

Anne Wilkinson
Design principal

BAMO

San Francisco

"Coming out of the pandemic we saw the idea of wellness take precedence. Now that's expanding to the idea of wholeness, creating environments where wellbeing and happiness and connecting to other people are central elements"

What do you most like about your job?

I relish the process of creating a new style language for each project, which involves an exciting stage of exploration and discovery.

Finding a talented local artisan or being inspired by unique regional architecture brings me great joy.

Pulling from a wide range of sources, the resulting design vocabulary builds a visual story that is distinct to that place, to the people and the culture that defines them.

I approach every project, whether a luxury resort in Bora Bora, a high-rise residential tower in Bangkok, or a beach house in California, with a fresh curiosity.

What is the biggest challenge in your work?

Bringing something unexpected to each project is a challenge I put on myself.

Exceeding a client's expectations, by understanding their needs better than they were able to put into words, is my goal.

Personally, though, not having enough hours in the day is my biggest challenge.

The design industry is constantly reinventing itself and designers need to stay on top of what's happening in order to stay informed and relevant.

That makes my job challenging, but continually fascinating.

There are so many things I could do, need to do and want to do, that it is important to prioritize how my time is spent.

My work can be consuming, but I am careful to balance that with downtime, relaxing with family and friends.

What is your work priority for 2023?

We have all had this collective "reset" and have come out the other side with new priorities, values and motivations.

At a high level, I am focused on the growth of BAMO, leading the firm into the future.

It is a good point in time to explore new directions. Clients are looking at crossover markets, resetting their own brands and everyone is aligning how we feel internally with how we live externally.

At a micro level, I am excited about traveling again, exploring new artists and resources that may have been developed over the past few years, but remain yet untapped.

What is your proudest achievement in luxury?

We have worked with so many incredible clients over the years, and my proudest achievements are when a client returns to us for a renovation or a new project.

My first project leading the charge as a principal at BAMO is the Waldorf-Astoria Miami Hotel & Residences, which has been a huge success in terms of both design and in the real estate market with record-breaking sales.

Because of the shared vision and mutual respect developed through that project, I am now working with the same client on several other developments.

Gaining the trust of international luxury clients and elite brands such as Waldorf-Astoria is a great honor.

On the opposite end of the spectrum, a few years ago, BAMO was invited to design space for the Ronald McDonald House at Stanford, which is a home-away-from-home and a cost-effective lifeline for families of children with life-threatening illnesses receiving treatment at the Lucile Packard Children's Hospital.

Not only was this an opportunity to provide pro bono, luxury services for the greater good, but it was a moving experience to talk to the families, and understand how design could impact their emotional wellbeing, to provide comfort, support and inclusivity.

How do you see luxury evolving in 2023?

We have been shifting away from the "traditional" notion of luxury for a while.

Coming out of the pandemic, we saw the idea of wellness take precedence. Now that's expanding to the idea of wholeness, creating environments where wellbeing and happiness and connecting to other people are central elements.

I think this idea will continue to evolve, and we will look to create opportunities for people to form human connections, travel with purpose and use design as a conduit to enhance and live a more meaningful life.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)