

Dlux Design & Co. – An Obsession for Creating Stylish and Luxurious Spaces
by
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Rosemary Cappellano and her brother Saro (Ciresi) grew up in Linden Woods in an entrepreneurial family that was in the hotel business. “It was an amazing stepping stone, learning the importance and value of customer service,” Rosemary says. “We were taught that, the customer service we provided to our clients was the most important part of our business.”

When Rosemary, her husband Joe and Saro started their own business’ J & R Tile and Dlux Design this was one of the cornerstones of their business. “We take that philosophy very seriously,” she says. “We are indifferent to the scale of the job; the client’s experience should be that we are there to listen, service them, and ensure that no matter what the job is, or the scope, it turns out exactly the way they dreamed it to be.”

Dlux Design’s business philosophy is to provide an exceptional and unique design experience, provide our clients with consistent customer service, and to ensure that the final result is beyond their expectations.

“All of our personnel share this philosophy,” Rosemary says. “That’s what really matters to us. It isn’t just what we say as a group of owners, it is the fact that every single person who is part of this team shares that common vision. We are incredibly proud of the group that we have working alongside us, because they are incredibly talented and hard-working. They want to ensure that every single customer is absolutely taken care of.”

Over the 15 years that they were running J & R Tile, they noticed a pattern in home renovation. People doing home renovations would be travelling from company to company to complete their projects. “People would ask us if we knew anyone who could provide design services, or if we knew where they could get cabinets,” Rosemary says. “That started fostering the idea that we should incorporate more into our business model, so that clients could experience a more simple process. We created a concept that combines all facets of a project in one place.”

Dlux Design came to be when they saw this need and felt that they could fill it. It was founded on the obsession for creating stylish and luxurious spaces and a vision to offer accessible design and services to their clients.

Rosemary explains it this way: “Here is why we are unique, our ability to offer all aspects of the project within our firm. We have built strong and exclusive relationships with partners that are offered uniquely to us. Our family group of businesses’ include custom cabinets and J & R Tile, a large residential and commercial tile company. This allows us access to an amazing selection of tile and stone in addition to in house product knowledge and best installation practices. We spend time ensuring we are current with both construction and final materials used on your project. We can offer design, budgeting, project management, renovations and millwork all in house. We can execute and manage your project from start to finish in one space.”

The thing that Rosemary is most proud of is Dlux Design’s customer service. She says, “Our motto has always been ‘obsess over the details’. We recognize the investment that goes into renovating your home. People save up and plan for years, ‘What do they hope to achieve? How do they want to change their space?’ Our philosophy has always been to partner with our client and take up the project collectively, so their true vision for the space is unfolded. We know and understand that we are all working on budgets. So we take a lot of pride in being able to execute our client’s spaces so they can achieve their vision within the desired budget.”

That doesn’t mean that Dlux Design will only undertake the whole project for you. “We offer a very a la carte kind of system, where our clients can choose which components they want to use our services for,” Rosemary says. “If someone just wants interior design services, we would love to handle that part of the project; or if someone wants interior design services and cabinetry, great! We are unique in the sense that we can handle it all in-house, should the customer require.”

Not only does Dlux Design help people renovate and upgrade existing homes, they also work with new home builders. “Part of our business is to provide interior design and millwork for custom homebuilders, Rosemary says. “We are able to provide a beautiful custom millwork product that fits well for that true custom homebuilder. We have been privileged to have our millwork in some of the most beautiful new built homes in Winnipeg.”

Dlux Design has been almost entirely a referral-based business, which has grown, year after year. In fact, they are in the process of working on a new building on the corner of Centennial and Corydon, with plans for an early 2017 opening. “Our goal is to be able to showcase a larger range of products and provide an amazing shopping experience,” Rosemary says.

They also take pride in being local. All their cabinets are manufactured in Manitoba and they employ Winnipeg and Manitoba families in their business. Rosemary says, “Between all the companies, we collectively support over 40 families. We are very proud to be Manitoba owned and operated.”

Rosemary and Saro’s parents built a home in Linden Woods in the early 80’s, so the community is very close to their hearts. “This is a community we were raised in, so when we were planning our business we wanted to stay close to the home we know,” Rosemary says. “It is a beautiful community that is very family centred and focused. We felt it would be a great fit for our business.”

Both Rosemary and her brother are raising young families, so their time away from the business is filled with swimming, soccer and other activities with their kids. “Our greatest joy is to be able to do both,” she says. “Being able to be successful at building our business and at the same time, raising our families, one of life’s greatest joys.”

Rosemary has very positive memories of growing up in Linden Woods. She says, “Having grown up in Linden Woods, back when it was just farmland; seeing how the community has developed and watching every phase grow into this final, finished community is really quite amazing.

“I think what attracts people to Linden Woods is the beauty of the entire neighbourhood,” she adds. “It’s the walkways, the parks, the community centre, and the activities that are offered for growing families. As a whole, Linden Woods provides a lot of what families are looking for and that is why it is such a desired community.”

Although Dlux Design works in many areas of the city, Rosemary and her brother still have a personal attachment to the Linden Woods community. “It is special to go into a home that you may have biked past many times as a kid,” Rosemary says. “It is neat to see how we can transform a house that has been part of the community for so long. It is always a bit nostalgic to work in a neighbourhood that you grew up in.”

Dlux Design also supports the community by sponsoring the Linden Woods Fall Classic 5k, 10k and mighty mile run, which supports community and youth programs in Linden Woods. Rosemary says, “Living and working in the community matters, but really giving back to the community that we are a part of is exceptionally important to us. The work that this organization is doing is very important to the community. Last year the funds went towards a play structure.”

The next Linden Woods Fall Classic takes place on October 2, hosted by the École Van Walleghem School Parent Council.

You can find out more about Dlux Design on their website at www.dluxdesignandco.com or through social media on Instagram @dluxdesignandco or Houzz.

Rosemary and her family look forward to continuing to enjoy and support their neighbourhood, and help people design their dream living space. She says, “We would be so thrilled to be able to help you create a new vision for your home, because there is so much potential in the home that you are living in.”