



STORIES & INSIGHTS

Meet Annie Kantor Founder, Director Of Design



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Alright – so today we’ve got the honor of introducing you to Annie Kantor Founder, Director Of Design. We think you’ll enjoy our conversation, we’ve shared it below.

Annie Kantor , looking forward to hearing all of your stories today. How did you come up with the idea for your business?

I was remodeling my own home and noticed a large opening in my foyer. We needed a vent cover and I wanted something that would be suiting with the aesthetic of our home, which is Cotswald.

I scoured antique stores and markets and could not find a beautiful old brass grille that was the right size. Nothing more beautiful than the originals but if you can’t find the right size, it’s very frustrating. I decided to design one myself based on a jacquard woven I designed during my years as a textile designer.

My architect saw the cover I designed, said, “hey these are really cool you could sell these!”. Thus, a business was born

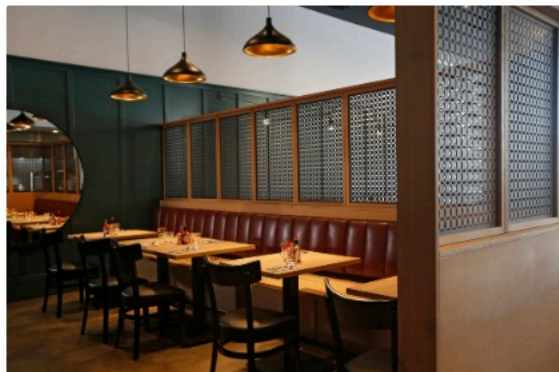


Great, appreciate you sharing that with us. Before we ask you to share more of your insights, can you take a moment to introduce yourself and how you got to where you are today to our readers.

I am a textile designer turned metalsmith! My formal training is in textile design from Rhode Island School of design and I worked in the textile industry in New York before moving to California in 2001.

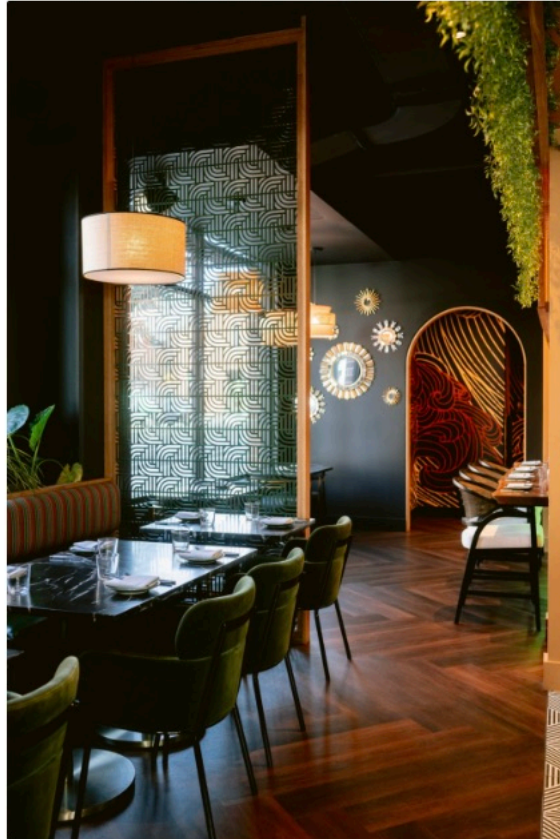
Today, I approach metal design in the same way I approach a fabric, and actually use a textile design program. I feel that it's my approach to design that distinguishes my company; every design is original and based on an original inspiration.

I am personally involved in every project we touch, and I believe that shows through to our clients. We care a lot, and want to make sure our customers are happy and that every concern, thought, and inspiration is listened to and incorporated into their project.



Do you have any insights you can share related to maintaining high team morale?

I feel that our team is solid because we are constantly communicating and transparent with each other. I have a small team of women, myself, a Production Manager and an Operations Manager. We have a meeting every Monday which really keeps us all in check. I try to ask my team as often as possible if they are happy and how their workload is feeling, whether too much or too little. It's very important to me that my team feels personal satisfaction in their job, and that they feel that their time spent is productive and rewarding.



Can you tell us about a time you've had to pivot?

This was a minor pivot but at the time felt big. I spent a lot of money, hiring experts and investment in product to sell my product on Amazon. I realized after many months and a lot of dollars spent that this wasn't a good outlet for my business, and that it selling on a marketplace like that did not jive with the ethos of my business. It's really hard to pivot away when one invested so much money and time, but it was the right move and I'm glad I did it.

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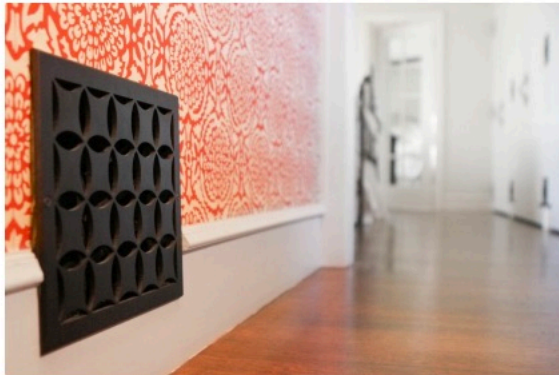
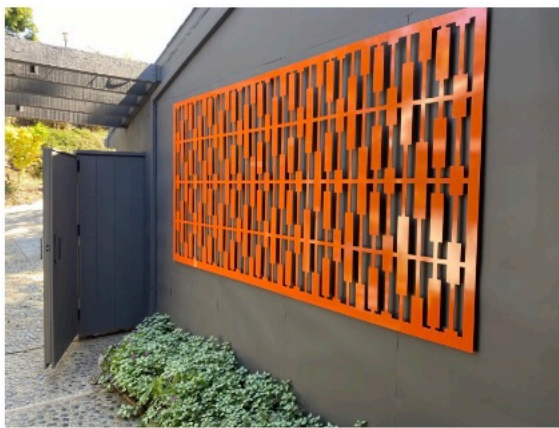




Image Credits

Image of Annie in front of Computer: Sam Sargent Photography

Image of backlit panel with Chair in front: Steven J Magner

Image of red banquet in restaurant: Sam Sargent

Image of tall green screen in restaurant: Kristen Loken

Next three: Modern Metal

Last one with Orange panel in Window : Sam Sargent

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