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# BLAIR

BULLETIN

*Remembering & Honoring  
the Life & Legacy of*  
**John C. Bogle '47**

*'One Man Can Make All the Difference'*

## A Rising Design Star on Her Authentic Style & Family Legacy

**Brittany Haines '05** was one of 10 designers selected from around the country by the magazine *Traditional Home* as “Rising Stars of Design” in 2018. Calling the recognition “a complete surprise and honor,” she had the opportunity to share inspiration and ideas with the other nine designers at an autumn New York City gathering that included roundtable discussions and panel speakers. “These designers were all so talented, fun and are taking their businesses in their own authentic directions,” said Ms. Haines, who launched ABD Studio in 2013, a San Francisco-based firm that specializes in high-end residential and boutique hospitality interior design. “I walked away from these couple of days with a huge wave of excitement for all the possibilities my career has before me, as well as feeling very supported by and grateful for the design community.”

Raised in New Jersey, where her father, Jeffrey B. Haines, still owns and operates Butler’s of Far Hills—the interior design



firm that decorated the Blair Room and Blair’s Head of School’s office in 2007—Ms. Haines admits that growing up in and around beautifully designed spaces certainly impacted her career choice. In 2001, three years before she became a freshman at Blair, her longtime historic family home was destroyed by fire, and she recalls closely observing her parents carefully renovating the house where they moved next. “I began thinking that, one day, I would pursue interior design,” she said.

But she wouldn’t take her first formal design class until she was a student at Lehigh University, where she majored in art, architecture and design and studied textile design while studying abroad in Sydney, Australia. After graduating college in 2009, she relocated to San Francisco and began working for some of the city’s top interior designers. “I was learning a lot very quickly, but I realized that my true passion for design continually comes back to the connection to the client, which I felt was not being prioritized in the design process,” Ms. Haines explained. “Shiny magazine pages, antique shopping trips and beautiful chandeliers can lose their allure to me if the end result doesn’t feel authentic to the personalities and lifestyles of those who dwell within the home.”

That’s why, as principal of ABD Studio, her goal goes far beyond just recreating the same design style over and over again for each client. “Ideally, our clients hire us for our knowledge





of the industry, ability to gracefully maneuver the sometimes tricky construction process, and our enthusiasm for getting to know their family and creatively enhancing life's moments through design," she continued. "In the end, our projects have a consistent level of quality and elegance that is customized for each individual client and speaks to the style that makes them feel the most at home."

As she works on projects from San Francisco and the Bay Area Peninsula to Napa Valley and Lake Tahoe, tackling everything from ground-up builds to large-scale remodels, she



continues to find her own authentic style while always tapping into the inspiration of her father's designs. "I am continually amazed by my father's eye for detail and ability to create a complete ambiance within a space that is more than a visual experience," she said. "He also has a way of making the process seem effortless and not overthinking it all, which I admire!"

Ms. Haines loves that her dad created warm and welcoming spaces at Blair and appreciates their thoughtful nods to school culture and history and classic elements that speak to the architecture of the original campus buildings. "The Blair Room, in particular, is such an important part of many people's first impression of the School," she said. "When waiting in this space for their first interview or to meet a tour guide, the hope is that all visitors feel at ease, welcome and simply at home." ■

Read the *Traditional Home* article

@ [www.blair.edu/brittany-haines](http://www.blair.edu/brittany-haines)

Read more about Brittany, her style and clients

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