

House of Nomad

by Bethany E. Starin



Kelley Lentini and Berkeley Minkhorst co-founded House of Nomad a few months ago after just a year of friendship. The dynamic team is working to bring fresh personality and design to Charlotte area homes. Minkhorst brings the creative marketing experience to the table and Lentini brings the design experience. Together, the duo is passionate about the brand they are forging through their like-minded love for both home and travel.

Q: How did you two meet?

Lentini: "I was a designer at Restoration Hardware, and Berkeley and her husband Diek came in while they were working on a renovation of their Myers Park bungalow."

Minkhorst: "She talked us into a few pieces, and as we chatted we had an incredible connection. We realized we had studied abroad in Italy at the same time at the same school, even though we went to different colleges. Diek, Kelley and her husband Brad all lived in Shanghai—which is obscure. It was just all these things. All four of us went out to dinner, and Diek and Brad had to pull us out of the restaurant."

Q: How did your friendship turn into launching a successful design business?

Minkhorst: "My Dad has always owned his own business, and my mom was so creative, always making pillows and designing—so I've always been entrepreneurial. I worked in creative marketing for Coca-Cola and then Mythic in Uptown, but I was feeling stuck and, like, what's the next step? Each position was leading to this monumental moment. As Kelley and I talked, we

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— Berkeley Minkhorst,
co-founder of House of Nomad

both wanted to do interior design. So we said, 'Why not do this?'"

Lentini: "In January 2017, we officially filed for our business license."

Q: What's the story behind your branding—House of Nomad?

Lentini: "Berkeley and I just love to travel. That's what bound us together."

Minkhorst: "We talked about being a nomad. It's an oxymoron—a nomadic designer. Someone who loves home and travel, who has a place that reflects their travels. We love the nomadic mindset and the goal of pulling out of people what's important to them."

Q: Describe your design process.

Minkhorst: "Our goal is to bring to life and pull as much of the client's personality as we can into their home design. To do this, we have to get to know them. We love to dig deep and reflect on aspects of their home that's really them. It's us creating those spaces we know you will love, making it personal and your home—telling your story."



Photos by Laura Sumrak / Courtesy of House of Nomad

Lentini: "We then always offer them options for their design—a design that is a little more risky and pushes their design style and then a safer look we know they'll be drawn to as well. We are surprised by how many times they pick the risky option."

Q: How do you describe the House of Nomad style?

Minkhorst: "We are not your mom's designer. We are for those people looking for a fresh approach; we are not into frills. We love mixing the old with the new. Eclectic."

Lentini: "We love to mix materials—textiles and wood and metal and some marble to help balance it out."

Q: What are your business dreams?

Lentini: "A fabric line and eventually a furniture line. My husband Brad is in the furniture manufacturing business, so we hope he could help us there."

Minkhorst: "What bound us together was travel, and we would love nothing more than to travel and curate a collection of furniture and art."



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Five of Minkhorst and Lentini's must-haves for inspiration:

1. Queen of Spain by Schumacher

Lentini: "Queen of Spain is a black and white textile with organic-looking dots—like someone dragged their finger through paint."

Minkhorst: "We love it on anything and everything."

2. Passports

Minkhorst: "I get weird if I don't have my passport nearby."

Lentini: "That's our happy place, when we have a trip planned."

3. Design Assistants

Lentini: "We love our assistants—our furry friends Shelby, a Springer Spaniel, and Oliver, a Doll-Face Persian."

4. Modern Light Fixtures

Lentini: "We love lighting that is a little unexpected and makes a statement—like the Sputnik in our office!"

5. Kelly Wearstler

Lentini: "From her wallpaper to amazing lighting we adore anything by designer Kelly Wearstler. Her work is dreamy."

Minkhorst: "We are obsessed with her. To me, her work is unexpected."

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