



## A Knowledgeable Team to Help Fulfill Designer's Mission

Fifi Lugo, Founder of Fifi Lugo Design, knows the art of environments. As an award-winning interior designer, her mission is to create beautiful, livable spaces for people. More than just curating furniture, Lugo walks clients through the space planning process, and sketches conceptual plans for rooms and entire remodels.

"I work to create beautiful spaces clients want to live and be happy in," she said. With fierce attention to detail and a reputation for white glove customer service, Lugo expects the same from vendors.

"When Immerse opened, I had to go and see what it was all about," she said. "It is such a beautiful space, I didn't feel like I was in a plumbing showroom. When I met the staff and started talking to them, it became apparent that they were very knowledgeable and they had the same customer service standards that I do."

She also notes that Immerse is very efficient. "My clients don't like to wait around and neither do I...the team at Immerse is extremely efficient and effective."

Lugo's clients love Immerse's showroom—and their exclusive collections. "I used to have to fly to Chicago or New York for higher-end brands when my clients wanted to see and touch them," she shares. "Now, I just bring my clients to Immerse."

When she brings clients in, Lugo notes that they immediately love the space and end up browsing as if they were in a jewelry store. And while they are browsing, they get educated.

"Every single team member at Immerse is very knowledgeable about plumbing fixtures and nuances," she said. "There is very little turnover; I've worked with the same people forever and this continuity of service is important."

Lugo says that Immerse helps her fulfill her mission to clients. "They provide a variety of brands, a beautiful place in which to experience these brands, and the high-level service my clients and I demand."

St. Louis' Experiential Kitchen and Bathroom Gallery

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