

INFLUENTIAL WOMEN OF DESIGN | COLORADO



CREATIVE FLOORS

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Sometimes, all it takes is one change to completely refresh a home. That ideal motivates Shannon Elicker, owner of Creative Floors. “A new wood floor that complements the existing furniture and paint can update the look and feel of a home,” she explains. And the best part is, in doing so she brings her clients a creative solution that doesn’t require them starting over from scratch. With an exceptional range of wide-plank flooring, vinyl plank flooring, carpet and area rugs, Creative Floors is a resource for Coloradoans—whether they want a traditional wood floor or an eye-catching accent wall. “One unique element that is popular right now is reclaimed-wood accent walls,” Shannon says. “While they don’t require much material, they make a statement.” Using just such inventive thinking, Elicker influences projects for trade pros and homeowners alike.

“Renovations are a detailed process, so remember to look at the big picture and know that **the final outcome is always worth it!**”



SELECTION + CONNECTION

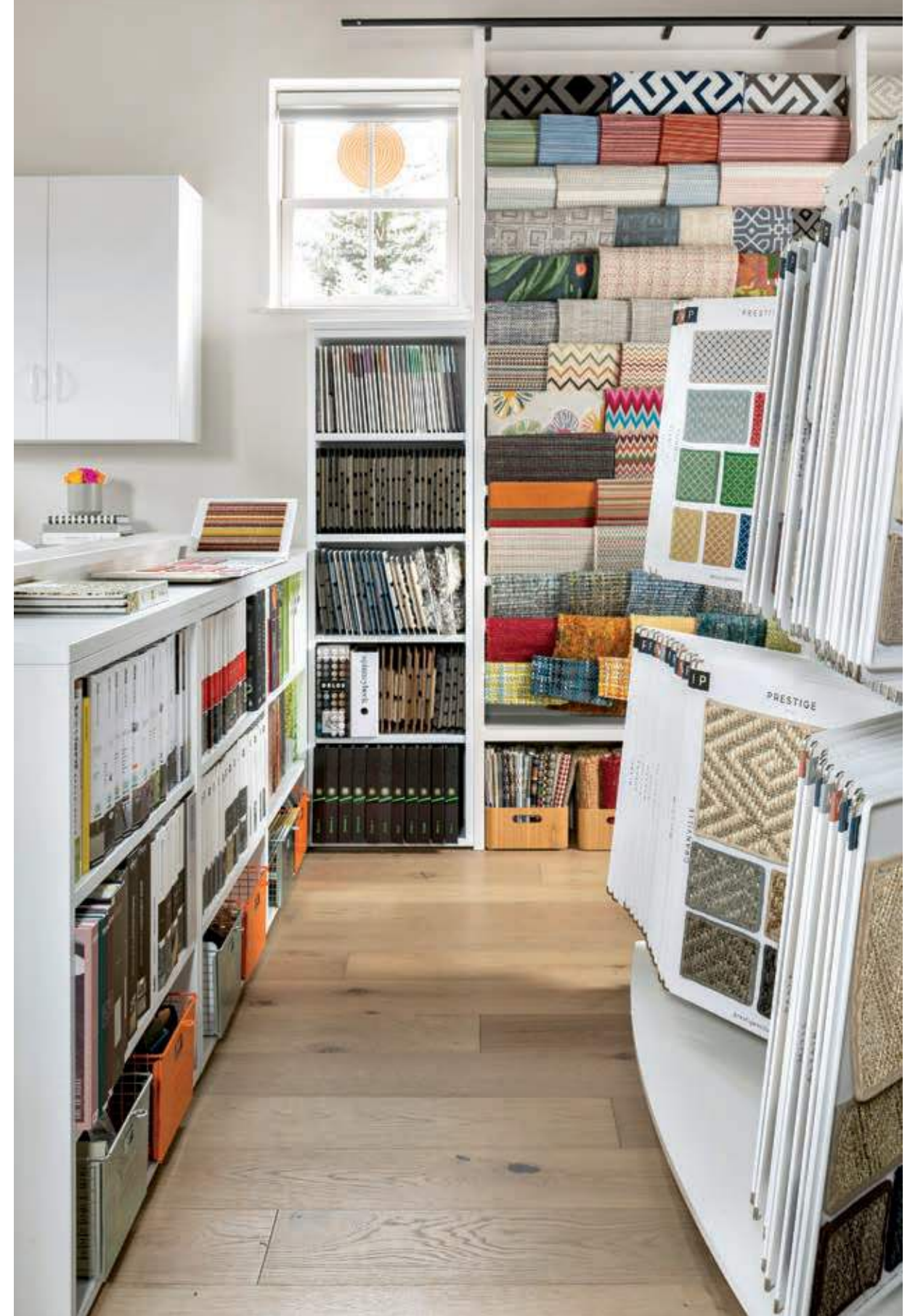
Elicker shares her perspective on Creative Floors’ role in design.

- Inspiring inventory:**
We are very different from our competitors in that we don’t choose to carry every single brand and display every sample out there. We showcase the best of the best of what is classic yet current. From patterns and color to durability, every consideration is at play when we choose what to carry.
- Industry interaction:**
We are fortunate to work with some amazing designers locally on a regular basis. I always find it so inspiring when our designer clients stop in and start pulling rug samples off of our wall display, throwing down carpet and wood flooring samples and mixing it all together with gorgeous fabrics. They pair materials in ways I never would have and it often helps me rediscover unique samples. I love this part of my work.



Above Light wood floors provide the perfect backdrop for an enticing pop of color, like this beautiful blue dining banquette. Designer: LKW Design Associates; Builder: Tapas Homes. **Top** This handsome floor provides warm, earthy tones that perfectly complement the sophisticated simplicity of the cabinets. Designer: Vanhee & Associates; Builder: Cliver Development. **Left** This stylish flooring provides a subtle contrast to the richness of the wood cabinetry and the unique look of the island’s reclaimed-wood siding. Designer: Worth Interiors; Builder: SRE Building Associates.

Photography Kimberly Gavin



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