

# BEAUTIFULLY GROUNDED

Meet Shannon Elicker, owner of full-service flooring boutique **Creative Floors**, and learn why she is so passionate about helping people refresh their spaces.

*What trends are you seeing in flooring right now?*

We are seeing old-world charm and lived-in styled floors setting the stage with warmer tones. And of course, the mountain modern light floors are also a consistent trend here in the Valley that we love working with.

*Shopping for flooring can sometimes be overwhelming. How do you help clients through the process?*

When you enter our store, you are met with the positive energy of our team of flooring experts. We love what we do and are passionate about providing you with the best possible experience. We spend time getting to know your needs, style and budget. Once we understand what you're looking for, we can help you select luxury flooring solutions at the right price for your needs. This can be a completely virtual experience or we can meet in our Edwards Showroom putting hands on actual samples.

Flooring is typically a large purchase and one that you only may do a few times or once in your lifetime. Product knowledge is key. We meet with our Artisans regularly to stay on top of the latest trends, products and technology. In addition, we are a full-service company and have our own in-house professional



Featured Wood Floor: City Island 9000-503  
 Builder: Coleman Custom Homes  
 Designer/Developer: AJP Realty & Design

Below: Shannon Elicker | Owner



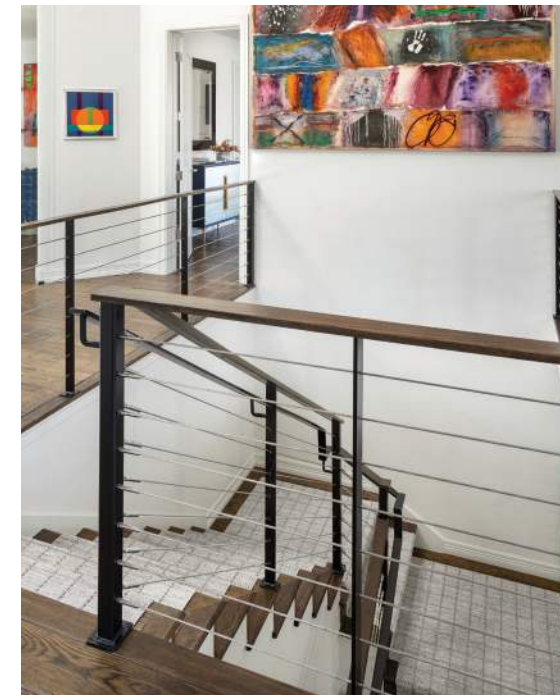
Featured Wood Floor Style: Tivoli 8000-19  
 Builder: Alpine Mountain Builders

installation teams who are highly skilled at the craft of installing flooring. We take care of our clients from start to beautiful finish.

*Do you offer any specialty lines?*

We are a curated boutique showroom and carry primarily specialty lines. We pride ourselves on finding new and family-owned lines from around the world to offer our clients. In addition, we're probably the Valley's best-kept secret for one-of-a-kind, hand woven area rugs. We have a large collection of samples showcasing the work of weavers from around the world that are not only beautiful; they're like having a piece of gorgeous artwork on your amazing floors.

**CREATIVE FLOORS**  
 Shannon Elicker, Owner  
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 Edwards, Colorado  
 (next door to the post office)



Featured Stair Runner: Paydon - Wool in Pewter  
 Designer: Dowe-Studio



Featured Wood Floor: Hudson Square 9000-308  
 Builder: Mountain Top Homes