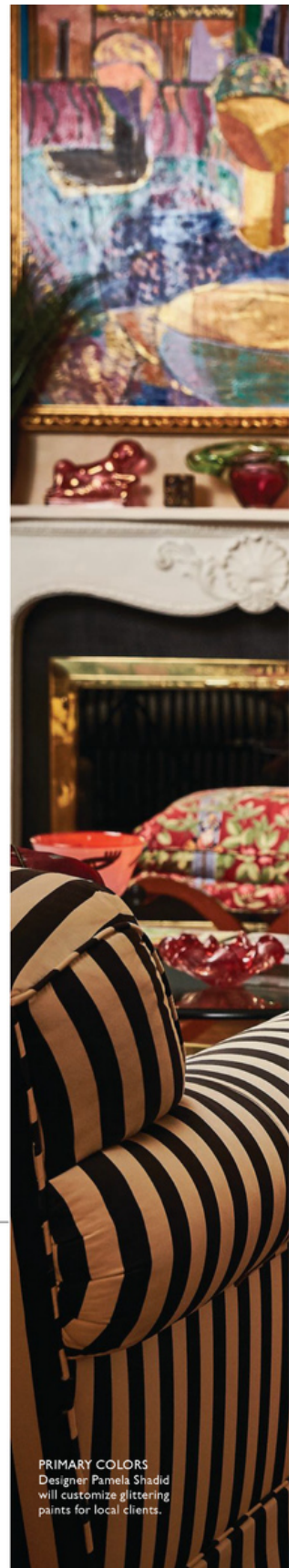


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SOMEONE ONCE SAID THAT IF YOU BUILD A BETTER MOUSETRAP, THE WORLD WILL BEAT A PATH TO YOUR DOOR. THESE DC ENTREPRENEURS HAVE TAKEN THAT OLD SAW ON INNOVATION AND ADOPTED IT AS THEIR PERSONAL MANTRA. HERE ARE THE CREATORS, BUSINESS OWNERS AND INNOVATORS ON THE CUSP OF BECOMING THE NEXT BIG THING BY ENTHUSIASTICALLY EMBRACING UNBRIDLED PROGRESS—THEY’VE UPPED THE ANTE ON LUXURY-RELATED BUSINESSES AND SERVICES.

By Jennifer Barger, Katie Bianco and Jennifer Sergent // Photography by Greg Powers



PRIMARY COLORS  
Designer Pamela Shadid  
will customize glittering  
paints for local clients.





“I wanted my walls to glisten like the streets when you’re driving at night and it’s raining, and you turn your headlights on.”

—PAMELA SHADID, FOUNDER, LUMINOUS

## Glowing Praise

*Designer Pamela Shadid has created custom paints to make your favorite walls sparkle.*

It started with the crystal-and-bronze chandelier DC designer **Pamela Shadid** ([pamelashadid.com](http://pamelashadid.com)) purchased for her Dupont Circle row house in 2012—a crowning element for her dining and living areas. But the chandelier cast a glow on a larger problem: a decade-old paint job that was downright depressing and didn’t add to the luxe look Shadid was trying to create for her living spaces. She wanted a new color with some sparkle that would interact with the light dancing through the crystal. “I wanted my walls to glisten like the streets when you’re driving at night and it’s raining, and you turn your headlights on,” Shadid says. But nothing off the shelf seemed to achieve the aesthetic she wanted. So, she started experimenting and came up with **Luminous Finish Coats** (from \$1,500), a paint technique that goes from subtle to supercharged with the flick of a light switch. Shadid won’t reveal her recipes but says she works with more than 1,000 colors to create her custom finishes, which can emphasize any shade in a room’s given palette. She’s also teamed with DC-based Spectrum Limited to give its luxe acrylic furnishings a translucent glow. “It gives me such joy,” Shadid says—as well it should, with an innovation that truly defines the light fantastic.

### LIGHT BRIGHT

A LUMINOUS SURFACE REVEALS ITSELF “ONLY WHEN THE LIGHT IS ON, OR THE SUN SHINES THROUGH,” SHADID SAYS. AND LIKE A CLEVER CHAMELEON, EACH FINISH SPARKLES WITH DIFFERENT HUES, DEPENDING ON THE DEGREE OF LIGHT AND HOW IT REFLECTS OTHER COLORS IN THE ROOM. “IT BECOMES WHATEVER SURROUNDS YOU,” SHE SAYS.