

# EXCLUSIVE INTERVIEW WITH ROBERTO RINCON

## The Renovation of the bespoke Covet NYC

Covet NYC is more than a showroom. It is a staged apartment where the best European lighting and luxury furniture brands came together and created a curated luxury apartment. It has recently moved to a different location in order to provide an even more curated and exclusive experience. Following the recent renovation of Covet NYC, CovetED Magazine had the chance to have a wonderful conversation with the assigned interior designer Roberto Rincon. Roberto was the name responsible for the outstanding selection and composition of the most curated furniture pieces from the world's most coveted luxury brands. And the result couldn't be more perfect.



“ The renovation of Covet NYC was a wonderful challenge, but very rewarding at the end. It is so much more than a showroom. It is a show flat designed to make visitors feel that they are at a real home. A luxurious, modern and sophisticated home. A home that inspires with the outstanding composition of pieces, colours, materials, styles, shapes and patterns. And that is precisely what distinguishes Roberto from other professionals: the subtle, yet perfect. ”

Roberto Rincon is the mastermind behind the incredible work of Covet NYC, the brand new Covet House showroom in New York. During the interview, we were able to understand the amount of love that Roberto has for the work he does and how proud he is to be refurbishing and renovating the bespoke big apple flat.

When asked about what he loves the most about his job, he answered that he “loves and feels privileged to be able to learn with each client and project”. He gets inspired by them to create a space that is unique and tailored to their needs and dreams. Although “the most gratifying part of what he does is to be able to see their reactions once they see the final product that are a materialization of their dreams and also gives them the feeling of home.”

Roberto feels his life hasn't even fully started. Although he has accomplished so many different goals in his personal and professional life at this early age, he still feels hunger to keep growing, learning and taking on new challenges. He has realized that he can't ever stop dreaming, because, without those dreams, he “wouldn't be where he is now”. In addition, he still wants to be able to design and build the ultimate ultra-luxury tower.

At last, we talked about Covet NYC, which he considered to be “a fantastic opportunity to give his work the credibility of an international brand”. Furthermore, this collaboration will represent the last 12 years of experience, global portfolio of projects, and the full range of industries that he has worked on. All in only one project that will obtain worldwide recognition.

The interior design vision for the exquisite interiors of the Covet NYC is to bring together uniqueness and craftsmanship with his signature style and design aesthetic because each piece of furniture has its own story and inspiration to tell. The priority “was always to transform it into a final product that celebrates uniqueness, craftsmanship and luxury.”

In conclusion, Roberto Rincon's design studio offers more than a decade of experience from unique projects on a global scale that gives them the versatility to adapt and evolve with each situation. This collaboration is the perfect balance between luxury and tailored-made approach by Rincon, providing not only an opportunity for Covet House to expand and solidify its presence in the US market but also for Roberto Rincon to reach global recognition while already having an international experienced team and portfolio.