

# A S P I R E DESIGN AND HOME

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# AT CLOSE RANGE: NASH STONE GROUP

“Timeless and classic with endless possibilities of color and design application; marble is truly a stone that never disappoints.” – Gabriela Cruz

VP of Sales, Nash Stone Group

Interior by Katharine Jessica Interior Design



## ASPIRE DESIGN AND HOME: Are any of your stone products sourced from exotic locations?

Nash Stone Group: Yes. Much of our stone is sourced from all over the world. Nash has relationships with European quarries, some in Italy and Spain, through-out the African and Asian continents, and in countries across North and South America, such as Brazil, Canada, and the USA!

## ADH: What are popular choices for floors?

NSG: Marble, ceramic tile, limestone and porcelain are always wonderful options.

## ADH: Do your customers tend to choose neutral colors or are they looking at more vibrant color schemes?

NSG: Most tend to use neutral colors. Every so often a client or designer specifies something bold and unique and we are always pleasantly surprised how beautiful it looks. We love outside-the-box use of color.

## ADH: What is the best or most enjoyable part of your position?

NSG: As the VP of Sales, I truly enjoy the relationships I have made over the years with the design community and homeowners and the best feeling is when I get a personal referral. Also, when designers send me the professional photos of the project it makes me super happy.

## ADH: What is the most challenging part of your position?

NSG: Making certain that designers and homeowners are up to date with our ever-changing inventory and new product introductions is always a challenge. We do this by sending out a newsletter with the latest and throwing events to show off the inventory in our showroom. It is a great way to make connections with clients and at the same time, physically show the yard and the inventory. We love events at NASH. Moving forward, we will do smaller, socially distanced events that follow protocol, but we want to continue our close connections with our clients!

## ADH: What 2020 stone trends do you think will be long-lasting?

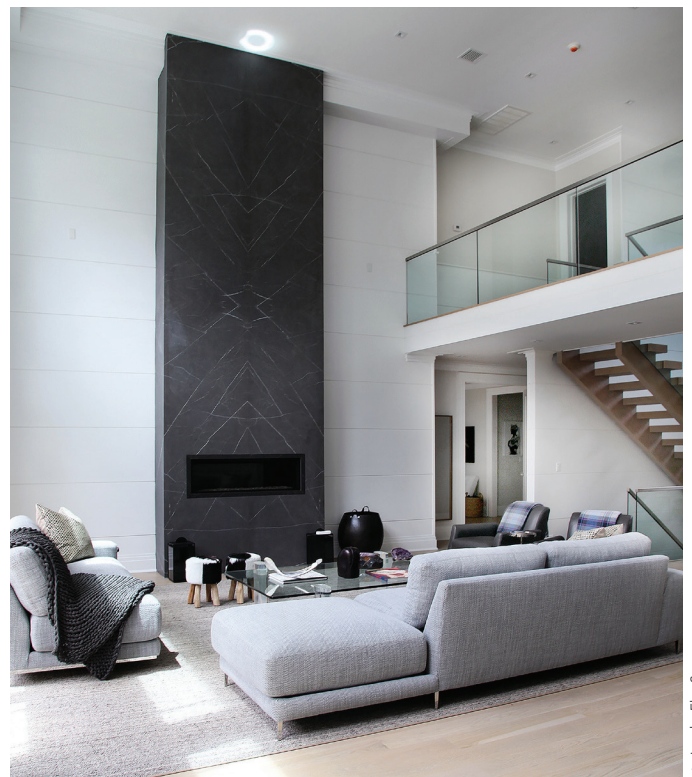
NSG: Marble, marble, and marble. Timeless and classic with endless possibilities of color and design application; marble is truly a stone that never disappoints.



Interiors by Elsa Soyars

## ADH: Tell us a little about your company history.

NSG: NASH Stone Group was founded in 2005 by entrepreneur Daniel Gupta. From the very beginning Daniel has committed to acquiring premium stone. NASH stone experts travel the globe to conduct detailed inspections for stone quality prior to considering stones for their massive showroom. Each stone is carefully handpicked and managed by Nick Gupta, VP of Purchases. This dedication has led this family business to grow into the renowned high end natural stone distributor it is today, located on Long Island, in Farmingdale. Our team cultivates lasting relationships within a realm of customer types (homeowners, designers, architects and builders) in order to forecast future design trends – this has become Nash’s gateway to keeping up with changing times. The individualized attention dedicated to each project sets Nash’s customer service apart from all the rest. If you are looking for LUXURIOUS, RARE and EXOTIC surfaces you can count on Nash to have it. Nash has worked on impressive projects in the Hamptons, NYC and in the tri-state area.



Interiors by Elsa Soyars