

MONTECITO JOURNAL PRESENTS

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IS JEFF SHELTON
SANTA BARBARA'S GAUDI?
OR IS HE AMERICA'S?

CAMELOT OR CAMEL-NOT?
TRUMP VS JACKIE O
DESIGN SMACKDOWN

**More Than
A Little Inside ▶▶▶**

BAILEE ROBERTS

HOUSE RUPERT INTERIOR DESIGN STUDIO

House Rupert brings a London-bred eye to the Central Coast, pairing European sensibility with Californian ease. Founder Bailee Roberts favors “quiet luxury”—rooms that breathe, work hard, and age well—guided first by a home’s architecture and the people who live in it. After years in London across fashion and commercial production, Roberts formalized her training and launched House Rupert, now based in Montecito and serving residential and boutique commercial clients—from wineries to entrepreneurs to entertainers—seeking spaces that feel refined yet livable, and built with an eye toward sustainability and longevity.

Her philosophy is refreshingly unshowy: design with intent, let the client’s life lead, and invest where it matters. That means durable, natural materials; solid-brass fixtures; custom cabinetry in kitchens that see daily mileage; and a respect for the building’s bones—whether a coastal Spanish revival or a mid-century ranch. She’s candid about the pitfalls of “visual overload” and Pinterest-perfect fantasies that ignore budgets, building realities, and how a room will actually function. The goal isn’t stage dressing; it’s the backdrop to a life—cohesive, beautiful, and built to last. Services span full-scope residential interiors, boutique hospitality, space planning, materials and finishes, and furnishing and styling, with a throughline of thoughtful project management and long-term value.




Q: *Where should clients invest if the budget is tight?*

A: Focus on the areas you use every day—thoughtful lighting that shapes the mood of a space, and solid-brass plumbing fixtures from trusted makers. Choose pieces that last, feel good in daily use, and bring lasting joy beyond trends.

Q: *Any materials guidance for longevity?*

A: Opt for “whole” materials whenever possible—good woods, solid metals, genuine stone slabs—and invest in custom cabinetry where warranted. These choices age gracefully, feel better with use, and add enduring value to a home.

Q: *What common mistake do you try to prevent?*

A: Choosing “cheap for now” floors or fixtures that need replacing quickly. It wastes money, energy, and materials—better to buy quality once and enjoy it for years—buy cheap, buy twice. 

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