

HUONG LUU

LUU COLOR CENTER
CEO

With steadfast passion, indomitable resilience and an unwavering pursuit of excellence, Huong Luu approaches every endeavor with a hunger for success. As the CEO of Luu Color Center, which her father opened over 20 years ago, Luu is transforming the paint store into a destination for both professionals and non-professionals.

“The most meaningful career highlight for me was the journey of rescuing my late dad’s struggling paint store from the brink of bankruptcy,” she shares. “Despite lacking any prior experience in the field, my business partner, Jamie Kleinman, and I were able to turn the business into a profitable venture. This achievement honored and continued my dad’s legacy.”

After serving six years in the Navy and working at another local paint store, Kleinman joined Luu Color Center in 1999, assisting with its opening and growth. While he retired in 2016, he returned in 2021 to help Luu with the store after her dad’s death.

Luu creates unforgettable experiences for clients, both on-site and in-store. With an innate sense of color, she specializes in crafting transformative spaces.

“I thrive on challenges, eagerly embracing new trends and continuously expanding my repertoire to offer innovative solutions,” Luu says. “It is this commitment that drives me to push boundaries, leaving an indelible mark in the dynamic world of business.”

Luu remains focused on growing the business, offering exclusive items like Sampalize’s peel-and-stick paint samples collection featuring 51 of Benjamin Moore’s most popular colors and wallpapers from Thibaut. She also launched a same-day delivery service in March, offering convenience to clients throughout Maryland, DC and Virginia.

“We’re in the preliminary stages of planning our second store location in Maryland,” Luu shares.

5022 NICHOLSON LANE,
ROCKVILLE, MD 20852
301.984.0066

LUUCOLORCENTER.COM
@LUUCOLORCENTER

PHOTOGRAPHY BY SARAH MARCELLA



WITH THE BACKING OF MY INCREDIBLE TEAMMATES, ALONG WITH THE ENCOURAGEMENT FROM OUR COMMUNITY, WE’RE ELATED TO EVOLVE OUR STORE INTO A VIBRANT LEARNING CENTER.