



# QUIET LUXURY

1940's Renovation | Charleston, SC

## The Goal

In a higher-end renovation, the difference between a good home and a great one often comes down to something you can't see on a mood board: sound. As home renovator Danny Gilpin puts it: *"In a higher-end market, once you meet all the initial criteria, what you can really then look for (to elevate the property) is sound."* Older homes weren't typically insulated between interior walls, so bathrooms, kitchens, hallways, and plumbing stacks can carry noise farther than anyone wants.

## The Approach

Danny went beyond code by insulating key interior walls specifically for acoustic comfort. They started where sound shows up fastest in daily life: bathrooms and plumbing walls. In the guest suite bathroom, the team targeted an interior wall with a plumbing stack coming down from the second floor, another bathroom on the opposite side, and a soaking tub nearby. That's exactly the kind of shared-wall situation where small noises become daily distractions. They installed Quiet Denim™ in exterior walls, interior walls, and the ceiling, taking care to fill gaps and fit snugly around outlets, wiring, and pipes. That attention to detail is what makes acoustic insulation really work.

## SYNOPSIS

D Gilpin Properties elevated a luxury renovation of a 1940's property by installing Quiet Denim™ acoustic insulation.

## PROJECT DETAILS

- **Location:** Charleston, SC
- **Project Type:** Renovation
- **Size:** 4728 sq ft
- **Builder:** D Gilpin Properties
- **Products Used:** 16" OC Quiet Denim batts (3.5" thickness)
- **Application:** Interior walls, exterior walls, ceiling.



## The Result

The impact was felt immediately, even before finishes and furniture. "Renovating vacant houses, you get that vacant house echo, and it feels empty," Danny says. "And just having this done already with no furniture, no flooring or anything, it sounds like you're in a completely finished house." Bedrooms feel more restful. Bathrooms stay more private. Living spaces feel calmer. It's a change homeowners notice right away, even if they can't quite name why.



## Watch the Project Video

Scan to watch the full project recap video.



## Why Quiet Denim Fit This Project



### Sound Absorption

Installed in areas where noise travels most in older homes.



### R13 Thermal Performance

Used in exterior walls to boost thermal performance.



### Easy to Install

Safe to handle, easy to install, friction fit.



### Class A/1 Fire Rated

Meets code for residential renovations. (ASTM E-84)



### Sustainable & Eco-Friendly

Crafted from 85% premium recycled denim in the USA.



### Homeowner Friendly & Safe

No formaldehyde or fiberglass. Safe to install & live in.



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