

BUSINESS OF HOME

What do you do with clients obsessed with retail brands?



By *Haley Chouinard*

There's a learning curve when it comes to working with an interior designer for the first time, and many new clients have a fondness for retail brands they've known (and perhaps loved) for years before bringing on a professional decorator. We asked eight designers—**Brianne Bishop**, **Regina Correa**, **Karen Ferguson**, **Kate Lester**, **Rebecca Plumb**, **Sarah Stacey**, **Missy Stewart** and **Maria Viola**—how they get clients to see past retail and get on board with trade brands.



Brianne Bishop Courtesy of
Brianne Bishop

A WHOLE NEW WORLD

“There’s a time and place for the retail giants, and it’s near impossible not to have one or two items slip into each project. But we are genuinely excited about our trade brands because, more often than not, it’s something our clients have never seen before! Or maybe they have seen it in print or social media but wouldn’t have access to own it. It’s exciting for our clients’ worlds to open up in our presentations and quickly move on from their plan of replicating an RH showroom.” —*Brianne Bishop, Brianne Bishop Design, Chicago*