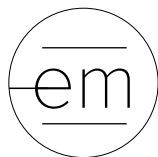


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2022

AUGUST 17-19, 2022 | ATLANTA, GA



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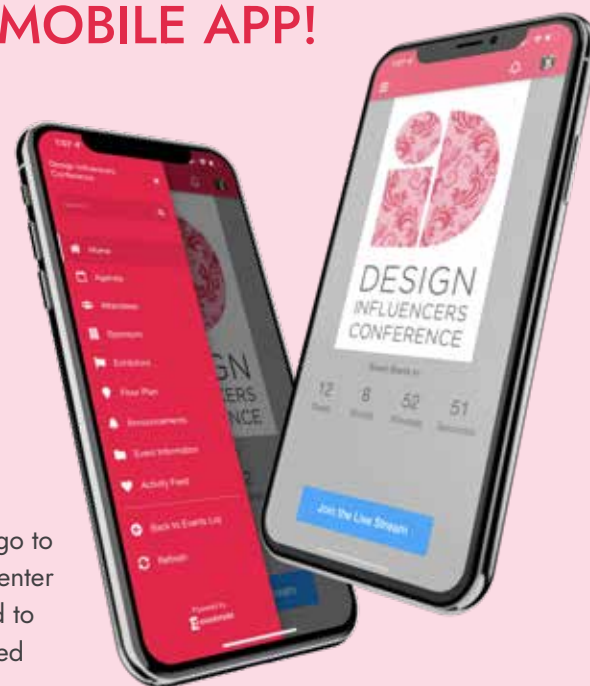
The Design Influencers Conference is the only conference specifically focused on the interests of interior design influencers and interior designers using content to build their businesses and personal brands, brands leveraging the web and blogger networks, and any design professional seeking to learn more about using social and other digital content for branding, connecting, or ecommerce.

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To access the 2022 Design Influencers Conference Mobile App simply go to eventmobi.com/22DIC in the web browser of your mobile device and enter the email address that you used during registration. You will be required to create a password upon your first time logging into the app. Once logged in you can save to your home screen for quick access or download the EventMobi app in the App Store and enter code **22DIC**.



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Conference Agenda

WEDNESDAY, AUGUST 17

10:30 a.m. - 7:30 p.m.		Registration & Information Desk Hours Please wear your Conference badge for admission to the conference sessions and all activities.	PreFunction Registration Desk - Lower Level
GENERAL, INFLUENCER & BRAND TRACK SESSIONS Attendees can attend any sessions in the Influencer or Brand Track, and General Sessions. Brand Track Sponsored by HPMKT			
1:00 - 1:45 p.m.		General Session #1: Mastering TikTok and Reels Trends Kyla Herbes, Principal, Influencer, and Interior Designer, House of Hipsters	Grand Ballroom I & II
2:00 - 2:30 p.m.	Influencer Track #1	Podcasting for Designers and Influencers Joann Kandrac and Kelly Kole, Principals and Interior Designers, Kandrac & Kole, Podcasters, Inside Design with Kandrac & Kole	
	Brand Track #1	Measuring and Improving Performance on your Influencer Marketing Efforts Jennifer Smiga, Founder and Creative Director, ultraviolet agency	Buckhead Ballroom
2:45 - 3:15 p.m.	Influencer Track #2	Content Building For Designers and Influencers Nancy Soriano, Media Executive	Grand Ballroom I & II
	Brand Track #2	Working with Influencers for Long-Term Relationships Sarah Conley, Director of Social Media, ultraviolet agency Jessica Davis, Founder, Atelier Davis, and Creative Director, Nest Studio	Buckhead Ballroom
3:30 - 4:15 p.m.		Networking with Exhibitors and Sponsors Refreshments Sponsored by ADAC	Exhibit Hall
4:15 - 4:45 p.m.		General Session #2: Pandemic and Post Pandemic Influencer Marketing Era Adam Japko, Founder and CEO, Esteem Media, Inc. and Design Influencers Conference	Grand Ballroom I & II
4:45 - 5:30 p.m.		General Session #3 and Opening Keynote: Corey Damen Jenkins Corey Damen Jenkins, Principal and Interior Designer, Corey Damen Jenkins & Associates	
5:30 - 5:40 p.m.		Special Announcement from Dallas Market Center Michael Bauer, Vice President of Design, Dallas Market Center Sponsored by 	
5:40 - 7:30 p.m.		Welcome Reception in the Expo Area All participants are invited! Please wear your Conference badge for admission. Sponsored by 	PreFunction Foyer
5:40 - 7:30 p.m.		Book Signing with Corey Damen Jenkins Book Title: "Design Remix: A New Spin on Traditional Rooms" The first book from this AD100 interior designer known for his colorful, youthful traditionalism.	Book Signing Desk in Reception Foyer
7:30 - 9:30 p.m.		Official After Party Sponsored by Lazzoni Furniture Atlanta Join us for the festivities in our showroom! We've got a jazz performance, delightful appetizers, and a thirst-quenching bar! Attend and you'll be eligible to win one of three special gifts presented by Lazzoni: · Weeklong stay at 7 Stars luxury hospitality and lifestyle hotel · Lazzoni swivel Ena armchair · Lazzoni ghost artwork. After Party Sponsored by: LAZZONI	OFF-SITE EVENT Lazzoni Atlanta Inc. 3178 Peachtree Rd., NE, Atlanta, GA 30305

THURSDAY, AUGUST 18

7:30 a.m. - 7:30 p.m.	Registration & Information Desk Hours <i>Please wear your Conference badge for admission to the conference sessions and all activities.</i>	PreFunction Registration Desk - Lower Level
7:30 - 8:30 a.m.	Coffee with Exhibitors and Sponsors <i>Refreshments Sponsored by ADAC</i>	Exhibit Hall
7:30 - 8:25 a.m.	Pre-Conference Session 1: Mentor Roundtable Q&A with Influencers LOOKING FOR REAL INPUT FOR YOUR ONLINE STRATEGY? Ask questions of our experienced Design Influencers regarding your website, blog, social channels, strategies, branding and techniques. Space is limited and RSVP required. Meet your mentors! <i>Carla Aston of Carla Aston Designed</i> <i>Jeanne Chung of Cozy Stylish Chic</i> <i>Joy Williams of Joyful Designs Studio</i>	Buckhead Ballroom
GENERAL SESSION All sessions on Thursday are General Session – all attendees from the Influencer and Brand Tracks are invited to attend.		
8:30 - 9:00 a.m.	Welcome Address <i>Adam Japko, Founder and CEO, Esteem Media, Inc. and Design Influencers Conference</i> <i>Rachel Moriarty, Co-Emcee, Principal and Interior Designer, Rachel Moriarty Interiors</i>	Grand Ballroom I & II
9:00 - 10:00 a.m.	Keynote: Limit Less - How Successful Influencers Increase Revenue, Generate More Leads, and Spread Their Message in a Crowded Marketplace <i>Andrew Davis, Renowned Marketing Influencer and Speaker</i>	
10:00 - 10:45 a.m.	Networking Break with Exhibitors and Sponsors <i>Refreshments Sponsored by ADAC</i>	Exhibit Hall
10:45 - 11:30 a.m.	The Truth of Licensed Collections: The Commitment, Timeline, and Potential <i>Libby Langdon, Interior Designer, Author, Product Designer, Libby Interiors, Inc.</i>	Grand Ballroom I & II
11:30 a.m. - 12:00 p.m.	Email Marketing 101: Why Your Newsletter Matters More Than Ever <i>Ericka Saurit, Founder, Saurit Creative</i>	
12:00 - 12:15 p.m.	Special Presentation from Our Charitable Organization: The Oasis Alliance <i>Danielle Woodhouse Johnson, Founder/CEO/Interior Stylist, The Oasis Alliance</i>	
12:15 - 1:30 p.m.	Lunch for all participants	Exhibit Hall
1:30 - 2:00 p.m.	How to Integrate Search Engine Optimization and Social Media Efforts <i>Joshua Monge, Strategic & Solutions-Oriented Consultant, Founder and CEO, Waymaker SEO</i>	Grand Ballroom I & II
2:00 - 2:45 p.m.	Influencer Pandemic Pivot <i>Moderator: Rachel Moriarty, Principal and Interior Designer, Rachel Moriarty Interiors</i> <i>Mally Skok, Palm Beach-based Interior Design and Textile Artist</i> <i>Cara Woodhouse, Interior Designer, Influencer, and Principal, Cara Woodhouse Interiors</i>	
2:45 - 3:30 p.m.	Networking with Exhibitors and Sponsors <i>Refreshments Sponsored by ADAC</i>	Exhibit Hall
3:30 - 4:00 p.m.	How to Grow Your Personal Brand to Celebrity Status <i>Molly Schoneveld, President, The Storied Group</i>	Grand Ballroom I & II
4:00 - 4:20 p.m.	Influencer Insight Session: How to Make 25% More than Generic Affiliate Programs <i>Chad Smith, Director of Sales & Marketing, SideDoor</i> <i>Sponsored by  SideDoor</i>	
4:30 - 5:15 p.m.	Keynote: Jonathan Rachman <i>Jonathan Rachman, Internationally Renowned Interior Designer, Principal, Jonathan Rachman Design</i>	
5:15 - 5:30 p.m.	High Point Market Design Influencers Tour - Fall 2022 Announcement: <i>Ashley Grigg, Director of Marketing and Communications, High Point Market Authority</i> <i>Adam Japko, Founder and CEO, Esteem Media, Inc. and Design Influencers Conference</i>	

THURSDAY (CONTINUED)

5:30 - 7:30 p.m.	Networking Reception All participants invited to attend and please wear with your Conference badge for admission.	Prefunction Foyer
5:30 - 7:30 p.m.	Book Signing with Jonathan Rachman Book Title: The Garlic Peanut Story <i>This startlingly poignant memoir springs from a desire to pay tribute to a beloved sister. All proceeds go to the children and people in need.</i>	Book Signing Desk in Reception Foyer

FRIDAY, AUGUST 19

7:30 a.m. - 1:00 p.m.	Registration & Information Desk Hours Please wear your Conference badge for admission to the conference sessions and all activities.	PreFunction Registration Desk - Lower Level
8:00 - 9:00 a.m.	Coffee with Exhibitors and Sponsors Refreshments Sponsored by ADAC	Exhibit Hall
8:00 - 8:55 a.m.	Pre-Conference Session: Mentor Roundtable Q&A with Influencers Space is limited and RSVP required. Meet your mentors! <i>Carla Aston of Carla Aston Designed</i> <i>Jeanne Chung of Cozy Stylish Chic</i> <i>Joy Williams of Joyful Designs Studio</i>	Buckhead Ballroom
INFLUENCER & BRAND TRACK SESSIONS Attendees can attend any sessions in the Influencer or Brand Track, and General Sessions. Brand Track Sponsored by HPMKT		
9:00 - 9:30 a.m.	Influencer Track #3 Building and Managing Online Communities for Highly Qualified Leads and Faster Sales <i>Leslie Carothers, CEO, Savour Partnership; Founder, #DesignCoffeeChat, a Clubhouse Club Owner, Design Happy Living, a lifestyle blog</i>	Grand Ballroom I & II
	Brand Track #3 Pro Tips on Working with Influencers <i>Mollie Surratt, Co-Founder and CEO, White Label Studio</i>	Buckhead Ballroom
9:45 - 10:15 a.m.	Influencer Track #4 How to Land Interviews That Will Skyrocket Your Career <i>Zandra Zuraw, Principal and Interior Designer, Little Yellow Couch, and Podcaster, Style Matters</i>	Grand Ballroom I & II
	Brand Track #4 Honoring Brand Voice for Influencer and Collaborative Marketing <i>Sasha Wallace, Director of Brand and Strategic Partnerships, Jaipur Living</i>	Buckhead Ballroom
10:15 - 11:15 a.m.	Networking Break with Exhibitors and Sponsors Refreshments Sponsored by ADAC	Exhibit Hall
GENERAL SESSIONS All attendees from the Influencer and Brand Tracks are invited to participate.		
11:15 a.m. - 12:00 p.m.	The Rise of Social Commerce and What It Means for Design Influencers <i>Chad Smith, Director of Sales & Marketing, SideDoor</i> <i>Cara Woodhouse, Interior Designer, Influencer, and Principal, Cara Woodhouse Interiors</i>	Grand Ballroom I & II
12:00 - 12:45 p.m.	Closing Keynote: Emily Shaw <i>Emily Shaw, Content Creator and Interior Designer, Emily Rayna Designs</i>	
12:45 p.m.	Conference Adjourns	

Meet Our Mentors

Thursday, 7:30 a.m. - 8:25 a.m. | Buckhead Ballroom

Friday, 8:00 a.m. - 8:55 a.m. | Buckhead Ballroom

Attendees may sign up at the conference.



Carla Aston

Carla Aston Designed



Jeanne Chung

Cozy Stylish Chic



Joy Williams

Joyful Designs Studio

Your Blog: How to Get Traffic to Create Income and Acquire New Clients

Mentor: Carla Aston of Aston Design Studio; Topic: How to Build Your Blog's Value and Create Content That Resonates with Your Audience

Carla shows designers and influencers how to continually come up with new, fresh content to share focused on acquiring new clients, and selling products online. With a focus on helping designers increase visibility and value, Carla has implemented the methods she is sharing and is pleased to say, she is running the design business she always dreamed of.

So You Want To Open a Shop? How to avoid pitfalls and increase profitability when running a Retail Design Shop, or popup.

Mentor: Jeanne Chung of Cozy Style Chic; Topic: Build Influence and open new revenue lines through a Shop.

Jeanne shows designers how to build influence and scale by opening a retail location or pop-up shop. The benefits and how to build potential brand partnerships, and strategies for increasing your profitability. Since founding her design blog Cozy Stylish Chic, in 2013, Jeanne has become recognized as an influencer in the industry and has worked closely with brands, oftentimes attending trade shows on their behalf, where she regularly speaks on designer panels.

Pitch Perfect: How to Get Your Work Published

Mentor: Joy Williams of Joyful Designs@Studio; Topic: Getting Published

Joy will teach you how to get seen and be taken seriously in the Design Industry. She'll offer tips and guidance for getting your work published, and putting your business on the map. Joy teaches influencers the ins and out of positioning their business for success on day one. Joy is considered quite the wizard at getting published.

Session Descriptions

Sessions are listed in chronological order.

PRE-CONFERENCE SESSION

Pre-Conference Session #1 Mentor Roundtable Q&A with Influencers

Thursday, 7:30 a.m. - 8:25 a.m. | Buckhead Ballroom

Friday, 8:00 a.m. - 8:55 a.m. | Buckhead Ballroom

Carla Aston of Carla Aston Designed

Jeanne Chung of Cozy Stylish Chic

Joy Williams of Joyful Designs Studio

LOOKING FOR REAL INPUT FOR YOUR ONLINE STRATEGY?

Ask questions of our experienced design bloggers/influencers regarding your website, blog, social channels strategies, branding and techniques. Space is limited and RSVP required.



Podcast

Wednesday, 5:45 p.m. - 6:45 p.m.
Cascade Room

Join Joann and Kelly LIVE on their podcast **Inside Design with Kandrac & Kole** for a casual chat about the Design Influencers Conference and all things happening in the design industry in 2022.

Sign up ahead of time at the conference - only 6 spots available!

INFLUENCER AND BRAND TRACK SESSIONS

WEDNESDAY

INFLUENCER TRACK #1

Podcasting for Designers and Influencers

Wednesday, 2:00 p.m. - 2:30 p.m. | Grand Ballrooms I & II

Joann Kandrac and Kelly Kole, Principals and Interior Designers, Kandrac & Kole; and Podcasters, Inside Design with Kandrac & Kole

As new social media platforms proliferated, multiple solutions emerged for moments when text is not enough and video is overkill - enter the meteoric rise of podcasting! In this session hear from two successful Interior Designers turned Podcasters along with their studio producer as they share the secrets of their 4-year-old effort to expand their reach to multiple audiences thru audio. Learn how to start a podcast and behind the scenes tips on how to successfully use the podcast platform to enhance your business.

BRAND BREAKOUT #1

Measuring and Improving Performance on your Influencer Marketing Efforts

Wednesday, 2:00 p.m. - 2:30 p.m. | Buckhead Ballroom

Jennifer Smiga, Founder and Creative Director, ultraviolet agency

Influencer Marketing, like all other marketing activity, can be optimized for performance. Establishing objectives and employing measurement techniques will lead to performance optimization.

INFLUENCER TRACK #2

Content Building for Designers and Influencers

Wednesday, 2:45 p.m. - 3:15 p.m. | Grand Ballrooms I & II

Nancy Soriano, Media Executive

Being strategic and proficient at content creation and storytelling is critical in today's passion economy. Cutting through the noise to build community requires a big-picture strategy. In this session, Nancy will share her expertise of building community through a brand's mission, creating a content strategy, the segmentation of content and how personal narratives can build community and trust.

Actionable takeaways:

- Standing out in the passion economy through content
- Branding verses storytelling
- Creating a content strategy
- Content segmentation across platforms
- Why content can build community

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BRAND BREAKOUT #2

Working with Influencers for Long-Term Relationships

Wednesday, 2:45 p.m. - 3:15 p.m. | Buckhead Ballroom

Sarah Conley, Director of Social Media, ultraviolet agency

Jessica Davis, Founder, Atelier Davis, and Creative Director, Nest Studio

As brands continue their rapid embrace of influencers and brand ambassadors spreading their product affinities to loyal followings, it has become clear that the most powerful results are realized through long term relationships built on solid agreements. Learn more about how to organize influencers for long term engagements and why. Long or short term, selecting the right influencers for your brand is paramount. Brand affinity and follower engagement often play into the selection process, but what else? Develop your checklist for influencer search engagement now.

FRIDAY

INFLUENCER TRACK #3

Building and Managing Online Communities For Highly Qualified Leads and Faster Sales

Friday 9:00 a.m. - 9:30 a.m. | Grand Ballroom I & II

Leslie Carothers, CEO, Savour Partnership; Founder, #DesignCoffeeChat, a Clubhouse Club Owner, Design Happy Living, a lifestyle blog

Whether you're a large home-related brand or an independent interior designer, learn top tips for building private and/or public online communities on Linked In, Facebook, Instagram and Clubhouse that can help you generate highly qualified leads and faster sales.

BRAND TRACK #3

Pro Tips on Working with Influencers

Friday 9:00 a.m. - 9:30 a.m. | Buckhead Ballroom

Mollie Surratt, Co-Founder and CEO, White Label Studio

Creating mutually beneficial Influencer partnerships has become an essential step in every brand's marketing strategy. The most important part of any collaboration is making sure the partnership is a correct fit for both parties. This session will cover best practices, finding the correct Influencers for your brand, negotiating adequate and fair compensation, recording campaign analytics, and how to create a lasting relationship in the influencer community.

Key takeaways include:

- End-goals for an influencer campaign
- Connecting with potential influencers
- Identifying intrinsic content values for you
- Interact with your influencers' posts

INFLUENCER TRACK #4

How to Land Interviews That Will Skyrocket Your Career

Friday 9:45 a.m. - 10:15 a.m. | Grand Ballroom I & II

Zandra Zuraw, Principal and Interior Designer, Little Yellow Couch, Podcaster, Style Matters

Why can't top designers and PR firms send pitches that actually land press opportunities? It's because pitch development takes thought, planning, and time. In this presentation you'll learn why some pitches work and others never see light.

Actionable takeaways:

- Pitching strategy and timeline
- How to choose the right press opportunities and know when to pitch the big ones
- Useable blank template for writing a winning pitch
- Website review checklist for attracting press opportunities

BRAND TRACK #4

Honoring Brand Voice for Influencer and Collaborative Marketing

Friday 9:45 a.m. - 10:15 a.m. | Buckhead Ballroom

Sasha Wallace, Director of Brand and Strategic Partnerships, Jaipur Living

Jaipur Living's brand formed organically out of the company's operating model. While those operations support the company, they also serve a "cause" for creating commerce and opportunity in under-supported communities. As an Influence Marketer, Jaipur's goal is to work with like-minded Influencers that project their own voices to their own communities on behalf of Jaipur. Aligning with the right Influencers, who "get" the Jaipur voice, is key over the long term for great powerful Influencer Marketing.

Takeaways:

- Determine your brand voice?
- How to set Influencer Marketing campaign objectives that align with your voice
- How to find the right Influencers for your voice and retain them over the long term

SESSION DESCRIPTIONS

GENERAL SESSIONS

WEDNESDAY

Mastering TikTok and Reels Trends

Wednesday 1:00 p.m. - 1:45 p.m. | Grand Ballroom I & II

Kyla Herbes, Principal, Influencer, and Interior Designer, House of Hipsters

TikTok and Instagram Reels have moved the needle skyward on video creation and marketing. These platforms have evolved in terms of functionality and audience engagement during this pandemic era...where video connections dominated in-person conversations. Learn basic techniques and tips that will launch your video campaigns to new heights.

Pandemic and Post Pandemic Influencer Marketing Era

Wednesday 4:15 p.m. - 4:45 p.m. | Grand Ballroom I & II

Adam Japko, Founder and CEO, Esteem Media, Inc and Design Influencers Conference

Like everything else, Influencer Marketing & brand development were impacted by the pandemic. Sensitized marketing proliferated as pandemic-driven changes in human nature and abnormal lifestyle conditions prevailed. Since the first quarter of 2020, the process of building influence online for business outcomes evolved under an organic cloak with shifts that should last long into post pandemic years. Adam will provide a 30-minute overview of the pandemic's impact on Influencer Marketing for the design industry including:

- Human Condition
- Online Audiences
- Long-Term Effects on Influencer Marketing Tactics

Opening Keynote: Corey Damen Jenkins

Wednesday 4:45 p.m. - 5:30 p.m. | Grand Ballroom I & II

Corey Damen Jenkins, Principal and Interior Designer, Corey Damen Jenkins & Associates

THURSDAY

Welcome Address

Thursday 8:30 a.m. - 9:00 a.m. | Grand Ballroom I & II

Adam Japko, Founder and CEO, Esteem Media, Inc and Design Influencers Conference

Rachel Moriarty, Principal and Interior Designer, Rachel Moriarty Interiors

Keynote: Limit Less - How Successful Influencers Increase Revenue, Generate More Leads, and Spread Their Message in a Crowded Marketplace

Thursday 9:00 a.m. - 10:00 a.m. | Grand Ballroom I & II

Andrew Davis, Renowned Marketing Influencer and Speaker

If we want to grow our business, there's no shortage of advice: you've got to hustle, work hard, create content, buy Facebook ads, post on Instagram, blog, start a podcast, and create a YouTube channel. (Don't forget to do some keyword research first.) They tell us to share our knowledge and to become an expert in our field.

Here's the thing: the world doesn't need another expert.

It turns out that some of the most successful brands in the world don't try to become experts. Instead, they earn more revenue, generate higher quality leads, and build scalable businesses because they've leapt from expert to visionary.

In this hilarious, fun, and inspiring hour-long keynote, best-selling author and former television producer Andrew Davis will show you the four simple secrets to getting out of "Expertville." You'll learn the three-step process one woman used to leap from struggling expert to \$100MM brand in less than a year.

It's time to stop building lists and start building a legacy.

Are you ready to make the leap? It's easier than you think.

The Truth of Licensed Collections: The Commitment, Timeline, and Potential

Thursday 10:45 a.m. - 11:30 a.m. | Grand Ballroom I & II

Libby Langdon, Interior Designer, Author, Product Designer, Libby Interiors, Inc.

Join Libby Langdon as she presents proven tips and tactics toward designing, developing, and promoting product collections based on her own successful licensed home furnishings lines. Having the right foundation, making you an appealing partner to potential manufacturers, target brands and fit, and positioning your pitch. Libby also breaks down her design process; how it starts, how the sample making process goes, different royalty rates depending on the product, legal responsibilities and what it takes to bring a complete collection to market. She also shares her strategies designing for the mass market vs. custom project pieces and offers insight on the sales and promotion of the products -broadening outreach with your partner in this informative, fast-paced, and motivational presentation!

Actionable takeaways include:

- How to know your audience/ consumer/ demographic and their price point
- Peeling back the curtain on what manufacturers are looking for in a licensed collection
- The insider lowdown on where a collection/ designer makes money
- How to be a responsible design partner
- Ideas on where to start the design process
- How involved you have to be in the sales and promotion of your product

Email Marketing 101: Why Your Newsletter Matters More Than Ever

Thursday 11:30 a.m. - 12:00 p.m. | Grand Ballroom I & II

Erica Saurit, Founder, Saurit Creative

Email marketing is a fully optimized tactic that belongs in every campaign focused on community and brand building. Followers on social media are overwhelmed with a constant stream of content curated by algorithms that prioritize engagement and interaction. Building influence with new audiences is becoming increasingly more challenging. In this general session you will:

- 1) Gain a better understanding why email marketing is one of the most effective ways to market your personal and business brands
- 2) Why email marketing generates over 3800% ROI for each \$1 spent
- 3) How to implement an email strategy within your current content marketing effort

Special Presentation from Our Charitable Organization

Thursday 12:00 p.m. - 12:15 p.m. | Grand Ballroom I & II

Danielle Woodhouse Johnson, Founder/CEO/Interior Stylist, www.theoasisalliance.org

The Oasis Alliance is a DC Metropolitan-based 501(c)(3) organization that brightens the lives of trauma survivors by curating beautiful personalized interior spaces that encourage and accelerate recovery, growth, and mental wellbeing. Utilizing donated furniture, décor, and essential household goods, their mission is to create empowering, inspired spaces that feel safe and reflective of their inhabitants. Volunteer artists, therapists, designers, movers, installers, and other talented contributors form teams to accomplish the mission. While the final curated spaces are beautiful, The Oasis Alliance centers its work around dignity, equity, inclusion, and uplift.

How to Integrate Search Engine Optimization and Social Media Efforts

Thursday 1:30 p.m. - 2:00 p.m. | Grand Ballroom I & II

Joshua Monge, Strategic & Solutions-Oriented Consultant, Founder and CEO, Waymaker SEO

One of the biggest challenges in marketing is creating a robust marketing strategy that leverages the strengths of multiple marketing efforts. This presentation will show you several SEO elements that can be used in your social media efforts. We also discuss how your social media efforts can help your SEO efforts.

Session Takeaways:

- A framework for SEO and Social Media integration
- Data points to track your combined efforts
- SEO best practices that launch your Social Media content creation

Influencer Pandemic Pivot

Thursday 2:00 p.m. - 2:45 p.m. | Grand Ballroom I & II

Moderator: Rachel Moriarty, Principal and Interior Designer, House of Moriarty, Inc.

Panelists:

Mally Skok, Palm Beach-based Interior Design and Textile Artist

Cara Woodhouse, Interior Designer and Influencer

"The Pivot" (as it has come to be known under pandemic conditions) took on different meanings for influencers. Book writing, new Instagram strategies, innovative content forms, new platforms, expanding into or out of Home Design, and more were tested. This panel of influencers will share their unique strategies and results and why they see it as more than stop gap measures for stemming the Covid tide. All have successfully advanced their levels of influence and engagement over the last two years. The panel's members will all share their specific case and answer questions from moderator Rachel Moriarty and the audience.

How to Grow your Personal Brand to Celebrity Status

Thursday 3:30 p.m. - 4:00 p.m. | Grand Ballroom I & II

Molly Schoneveld, President, The Storied Group

Celebrity interior designers are having a big moment. We saw it with chefs, and we saw it with personal trainers. but 2020 became the year for design when suddenly everyone was looking to design experts to help make their homes function 24 hours a day, and it hasn't slowed down! TV shows from Dream Home Makeover to The Home Edit are making household names out of successful designers and experts. So how do you build and grow a personal brand as an interior designer to household name status? We'll dive in.

- Powerful partnerships: You grow your following by other people talking about you. But how do you get people who might be considered at a higher level than you to collaborate with you?
- Media Training 101: If your goal is to have a TV show, or even if your goal is to show yourself on video more, it's super important that you learn how to get good on camera.
- Using Traditional Media to Standout in a Saturated Digital World: Five years ago, it was way easier to build a brand on social media platforms. Now more than ever I am contacted by influencers looking to use traditional media as a way to make them stand out from all the online noise.
- Opinions Matter: The best television personalities aren't afraid to shy away from saying what they think. They have an opinion. You can do this with tact, of course, but it's really important that you have a point of view about current events and trending topics in your industry.

SESSION DESCRIPTIONS

Influencer Insight Session: How to Make 25% More than Generic Affiliate Programs

Thursday, 4:00 p.m. - 4:20 p.m. | Grand Ballroom I & II

Chad Smith, Director of Sales & Marketing, SideDoor

Last year \$55 Billion dollars worth of home furnishing products sold online. As a tastemaker and trendsetter did you get your fair share? In this session Chad will show you how to monetize your taste and following in this new influencer economy and how to grow your own brand- not everyone else's. There's never been more opportunities for designers and influencers to carve out their own niche online. SideDoor makes it easy and free to differentiate and gives you the tools to shop and sell products from over 200 top brands. In this session, Chad will explain the opportunities and show you how not to get left behind.

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TRANSFORM YOUR DESIGN BUSINESS

Keynote: Jonathan Rachman

Thursday 4:45 p.m. - 5:30 p.m. | Grand Ballroom I & II

Jonathan Rachman, Internationally Renowned Interior Designer, Principal, Jonathan Rachman Design

FRIDAY

The Rise of Social Commerce and What It Means for Design Influencers

Friday 11:30 a.m. - 12:15 p.m. | Grand Ballroom I & II

Chad Smith, Director of Sales & Marketing, SideDoor

Cara Woodhouse, Interior Designer and Influencer, Cara Woodhouse Interiors

Social media platforms are quickly evolving into social commerce platforms. The playing field and tools are changing quickly and there have never been so many opportunities for Design Influencers to grow your own brands and revenues online. Chad will help you understand why social commerce is taking the industry by storm, how to find the right channels and tools, and the best ways to measure the ROI of these programs.

Closing Keynote: Emily Shaw

Friday 12:15 p.m. - 12:45 p.m. | Grand Ballroom I & II

Emily Shaw, Content Creator, Interior Designer, Emily Rayna Designs

Emily Shaw, best known under her TikTok handle @emilyrayna, went viral with her series that followed her journey as she completely renovated her parents' home as a surprise over the course of one month. Her YouTube Channel and TikTok are @emilyrayna, and her Instagram is @emilyraynadesigns, are now destinations for decor and design content, budget-friendly home projects, and her series "DM DIY," where she helps solve her viewers' biggest design dilemmas. She graduated with a degree in Interior Design/Architecture and currently lives in New Hampshire.

Speaker Biographies

KEYNOTE SPEAKERS



Andrew Davis

Renowned Marketing Influencer, Speaker, and Author

Andrew Davis is a bestselling author and internationally acclaimed keynote speaker. Before building and selling a thriving digital marketing agency, Andrew produced for NBC's

Today Show, worked for The Muppets in New York and wrote for Charles Kuralt. He's appeared in the New York Times, Forbes, the Wall Street Journal, and on NBC and the BBC. He has crafted documentary films and award-winning content for tiny start-ups and Fortune 500 brands.

Recognized as one of the industry's "Jaw-Dropping Marketing Speakers," Andrew is a mainstay on global marketing influencer lists. Wherever he goes, he puts his infectious enthusiasm and magnetic speaking style to good use teaching business leaders how to grow their businesses, transform their cities, and leave their legacy.

Some of Andrew's accolades include:

- One of the Top 25 Jaw-dropping Marketing Speakers You Must See -(Along with Gary Vaynerchuck, Seth Godin & Rohit Bhargava)
- Top 20 on Meetings & Conventions Magazine's List of Favorite Speakers (Right after President Bill Clinton and Anderson Cooper.)



Corey Damen Jenkins

Nationally Acclaimed Designer Principal, Corey Damen Jenkins & Associates

Nationally acclaimed designer Corey Damen Jenkins mixes vivid colors with layered patterns to create architecturally inspired spaces that

are polished, inventive and unexpected. Taking cues from the haute couture runway, his projects feature luxurious and refined materials. Corey has worked with clients hailing from the United States, Canada, Europe and Asia, and his firm maintains a New York City office.

Corey is an inducted member of Architectural Digest's AD100, and in 2020, he was named to ELLE Decor's prestigious A-List. His bold interiors have graced the front covers of House Beautiful, Traditional Home and more. He has also been featured in The New York Times, The Wall Street Journal, The Detroit News, and Vanity Fair. His first coffee table book, Design Remix: A New Spin on Traditional Rooms (Rizzoli), was released worldwide in March 2021.

He has been featured in a number of broadcast opportunities. Televised audiences declared him the winner of HGTV's competition series Showhouse Showdown, and Corey has appeared as a guest design expert on The Rachael Ray Show and Open HouseTV. In August 2021, Corey made his debut as a Masterclass instructor, with a course on interior design.



Jonathan Rachman

Internationally Renowned Interior Designer Principal, Jonathan Rachman Design

Known for his timeless approach to interior design, internationally recognized interior designer Jonathan Rachman brings the best elements of East and West, classical, old-

school, and current to his individually tailored plans for each client and collaborative project on which he embarks.

Born in Sumatra, Jonathan developed an appreciation of Indonesia's natural beauty and attention to detail in the craftsmanship of their furniture, textiles, and sculpture. Bringing together his education in Switzerland with his enthusiasm for travel, Jonathan's exposure to antique and flea markets across the world, helped to define his keen eye for curating collections of textiles, objects d'art, leather goods, and historical treasures.

Jonathan's most recent accolade includes his much-lauded design installation for the living room of the 2019 San Francisco Decorator's Showcase, inspired by Houghton Hall and Lady Rose. His work has been published in ELLE Decor, Vogue, The English Home, Travel + Leisure, Harper's Bazaar, Dolce, House Beautiful and Luxe among others. Jonathan is also included in Maria Spassov's book, Celebrity Designers: 50 Interviews on Design, Architecture, and Life as well as Louis Vuitton City Guide. Recently he has been named one of the top America's Top Designers.



Emily Shaw

Content Creator and Interior Designer, Emily Rayna Designs

Emily Shaw, best known under her TikTok handle @emilyrayna, went viral with her series that followed her journey as she completely renovated her parents' home as a surprise over

the course of one month. Her YouTube Channel and TikTok are @emilyrayna, and her Instagram is @emilyraynadesigns, are now destinations for decor and design content, budget-friendly home projects, and her series "DM DIY," where she helps solve her viewers' biggest design dilemmas. She graduated with a degree in Interior Design/Architecture and currently lives in New Hampshire.



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INFLUENCER TRACK, BRAND TRACK, AND GENERAL SESSION SPEAKERS



Leslie Carothers

*CEO, Savour Partnership
Founder, #DesignCoffeeChat, a Clubhouse Club
Owner, Design Happy Living, a lifestyle blog*

Named by Home Furnishing News Magazine as one of the Top 40 Most Inspiring Women In Home, Leslie Carothers pioneered the use of social media marketing and influencer marketing within the interior design and home furnishings industries. In addition to running her business, Savour Partnership, she is a nationally known keynote speaker, a well-known influencer herself in the design space, and has been featured in, and written articles for, numerous design related publications over the years. Her company, Savour Partnership, celebrating its 20th year in business in 2022, has helped many luxury furniture and home-decor related brands and interior designers with their digital marketing strategy, execution, social media PR, influencer marketing initiatives, branding, online publication production, social media PR, and website project management. She has a long history of innovating within the digital marketing space.



Sarah Conley

Director of Social Media, ultraviolet agency

As Director of Social Media at ultraviolet, Sarah develops and implements engaging social media campaigns across our client channels. She also has oversight of cross-platform content planning, marketing strategy, management, and execution. Sarah works tirelessly to help clients build online communities, hit their targets, and turn their goals into reality across platforms. Prior to joining UV, she worked with best-in-class brands such as ELOQUIL, NARS, MAC Cosmetics, David Yurman, Diane von Furstenberg, and Clé de Peau Beauté.

Outside of ultraviolet, Sarah is a socially connected influencer, has been the star of viral videos, and helped lead an anti-body shaming campaign that earned an apology from O, the Oprah Magazine. As a thought-leader in plus size fashion, her writing has appeared in TIME, CNN, Teen Vogue, Glamour, InStyle, and Lucky. With an approach that is more Role Model than Runway Model, Sarah has built a credible connection with the fashion community as a whole.



Jessica Davis

Founder, Atelier Davis and Creative Director, Nest Studio

Jessica Davis is the founder of her multi-faceted design studio Atelier Davis, and creative director of the innovative hardware brand Nest Studio.

With an Art History degree from Princeton University and a Master's in Interior Design from The New England School of Art and Design, Jessica offers a creative vision that spans across interiors and products with influences found in historic and contemporary art and architecture. Jessica's Chinese-American heritage, multitude of travels, and years living in Asia, Australia and the United States influence her design process, as she aims to devise spaces that tell a story about their inhabitants and the way they live. With offices in Atlanta and New Jersey, her work spans hospitality projects, residential new-builds, and restorations. Through the Nest Studio brand, and Atelier Davis studio, she has supported fellow working mothers, and socially-conscious manufacturers and suppliers to create inspiring hardware, and interiors. As a founding member of AAPI Design Alliance, she hopes to bring awareness to this community of artisans, fellow designers, and industry peers. Jessica is on ELLE Décor's A-List and her work has been featured by ELLE Décor, The New York Times, House Beautiful, The Wall Street Journal and more.



Ashley Grigg

Director of Marketing and Communications, High Point Market Authority

As the Director of Marketing and Communications for the High Point Market Authority, Ashley Grigg manages a wide variety of projects, including media relations, educational programming, social media and digital promotions for the largest home furnishings trade show in the world, High Point Market. With over 13 years of experience in marketing and event management, she has previously worked in event management, association management, corporate fundraising, and business development.



Kyla Herbes

Founder and Creator, House Of Hipsters

Kyla Herbes is the founder and creator behind the interior design blog House Of Hipsters where she shares corners of her home, daily doses of interior inspiration, style tips, and inspires her 700k+ followers to do it themselves.

When TikTok exploded during the 2020 pandemic, and Kyla went all in on the platform. As a result, she was hired by TikTok to become a Creative Learning Partner, and her account was featured in Furniture, Lighting & Decor Magazine, Yahoo News, Southern Living, and Exhibit A as one to watch in the home decor niche. Prior to starting her blog, she worked as the Creative Director at a boutique ad agency in downtown Chicago.

SPEAKER BIOGRAPHIES



Adam Japko

*CEO, Esteem Media
Founder, Design Influencers Conference
Co-founder, Luxury Home Design Summit*

Adam Japko is CEO of Esteem Media and founder of the Design Influencers Conference, and co-founder of the Luxury Home Design

Summit. Esteem Media is home to leading national and local media brands in the luxury home design, gardening, and fine wine communities; focused on connecting professionals and consumers around their passions and businesses. Design Influencers Conference, Atlanta Homes & Lifestyles, New England Home, and WineZag leverage events, print media, social media, blogs, and digital marketing... but overall, community connection as the catalyst for their constituents' commercial success.



Joann Kandrak and Kelly Kole

*Principals and Interior Designers, Kandrak & Kole
Podcasters, Inside Design with Kandrak & Kole*

Voted one of Atlanta's Top 20 Residential Interior Designs by the Atlanta Business

Chronicle, Kandrak & Kole has been featured on HGTV as well as in The New York Times, Atlanta Homes & Lifestyles, Better Homes & Gardens, Southern Home Magazine and many others as well as participants of the One Room Challenge Spring 2020. Kandrak & Kole has established a well-known reputation for their approachable, dynamic personalities, their signature use of color and pattern and their one of a kind, custom designs.

As industry experts for residential and commercial design, Joann Kandrak & Kelly Kole share upbeat and entertaining narratives regarding their design projects, travels and personal stories via their podcast Inside Design with Kandrak & Kole and national speaking engagements. Joann and Kelly's love and commitment to the power of interior design also extends towards their charity work throughout the U.S. and Guatemala.



Libby Langdon

*Interior Designer, Author, Product Designer
Libby Interiors, Inc.*

Libby Langdon is an interior designer, author, product designer and makeover television personality, as well as the creative force behind New York City-based design firm Libby

Interiors, Inc. She is known for her "Easy, Elegant, Everyday Style," as well as her licensed home-furnishing collections, including lighting for Crystorama, rugs for KAS, artwork for Paragon, a complete home collection of upholstery and case goods for Fairfield Chair, and accessories for A&B Home, which is slated to debut at High Point Market in October 2021. Her interior design work and home products have been featured in leading shelter

magazines, including Architectural Digest, House Beautiful, Traditional Home, Hamptons Cottages & Gardens, Better Homes and Gardens, and Woman's Day. Langdon has been a regular design expert on NBC's TODAY Show, HGTV's Small Space, Big Style, The View, The Rachael Ray Show, The Early Show and NBC's Open House. Langdon travels the country presenting her design seminars to consumers, designers, and retailers about all things design.



Joshua Monge

*Strategic & Solutions-Oriented Consultant
Founder and CEO, Waymaker SEO*

Joshua Monge is a Senior SEO Consultant with a strong background in Operations and Economics. His work history includes On-Premise Staffing Agency Manager, Multi-Family

Dwelling Unit Manager, and Director of Economic Development. Joshua has helped hundreds of businesses at every level in these capacities, from small, single-owner operations to large, corporate establishments. He has the unique advantage of working with various businesses at many levels of engagement.

Joshua started Waymaker SEO near the beginning of 2020, leveraging his experience to provide a holistic approach to SEO. His book of clients includes a celebrity chef, a social media influencer in home design, several consulting businesses. He works with several agencies to provide enterprise-level support. He specializes in organic approaches so that marketing online is organized and accessible. He seeks to remove the mystery of the worldwide web by giving business owners and managers access to the SEO knowledge and skills they need to manage websites effectively.



Rachel Moriarty

*Co-Emcee
Principal and Interior Designer, Rachel Moriarty Interiors*

Rachel Moriarty aka: The Queen of Color, is the Principal Designer and Creative Director of the multidisciplinary design studio, Rachel

Moriarty Interiors. Since launching her design studio in 2014, she has made her mark in the luxury residential market in San Diego with her colorfully coastal aesthetic. Rachel embodies her personal belief that color adds interest and excitement to the world, and, like a chef seasoning a meal, she sprinkles it liberally to add passion and flavor to each of her projects. Her work has garnered awards, media coverage and global recognition, enabling her to expand her studio to not only interior design clients but also to brands as a licensee, collaborator and global brand ambassador.

SPEAKER BIOGRAPHIES



Ericka Saurit

Founder, Saurit Creative

Ericka Saurit has worked with interior design and marketing teams in the home industry for nearly 20 years. She began her career as an interior designer, and transitioned to marketing for the home industry in 2011. As a global brand marketing leader, she has overseen digital product development and brand strategy at Airbnb, created immersive physical and virtual brand experiences for Tag Heuer and Estee Lauder, and worked with top home brands in the US, Europe, and Asia to develop impactful brand messaging and engagement campaigns. In 2020, she founded Saurit Creative to serve interior designers and home brands with integrated marketing strategy, content creation, social storytelling, and diverse range of digital services.



Molly Schoneveld

President, The Storied Group

Molly Schoneveld has a niche expertise representing the industry's top interior designers, celebrities, and hotels. With 20+ years of experience, she has secured countless notable press placements including the New York Times, AD, Vanity Fair, and Vogue (to name a few.) Molly is incredibly selective in who she represents—giving her clients exclusive access to her network—taking them from industry leaders to nationally recognized, house-hold names.

She started her lifestyle blog, The Sought After, in 2008 as a passion project, showcasing finely curated boutique hotels and luxury experiences such as the Ritz Paris and a design tour through London she contributed to California Home & Design magazine. This content creation gave her a deeper understanding of the work that goes into building personal brands with impact, and how influencers can help support growing brands.



Mally Skok

Palm Beach-based Interior Design and Textile Artist

Originally from South Africa, Mally Skok is a Palm Beach-based interior design and textile artist. Since launching her successful interior design business after moving to the United States, Mally has built a client base that is enamored by her creative mix of layering the new with the old, and transforming homes into comfortable, colorful living spaces. Mally Skok Design's globally inspired collection of hand-painted fabric and wallpaper designs is offered in thirteen showrooms in the U.S. and abroad.



Jennifer Smiga

Founder and Creative Director, ultraviolet agency

Jennifer Smiga is the creative catalyst behind ultraviolet, a marketing agency specializing in luxury manufacturers, designers, and creative brands. With over a decade of experience representing international companies and influencers, Smiga knows that connecting the right people and telling meaningful stories are the keys to engaging a loyal community. Equal parts visionary and tenacious executor, she has built a team that intimately understands the design ecosystem, empowering them to create custom brand blueprints that make companies stand out. To learn more about marketing at a higher frequency, visit ultravioletagency.com.



Chad Smith

Director of Sales & Marketing, SideDoor

Chad Smith is a seasoned entrepreneur with proven track record of starting, growing and selling companies in the home furnishings industry. An effective communicator with strong leadership, decision-making, and negotiation skills, Chad is adept in business strategy & development, sales, marketing, and execution and passionate about helping small independent businesses compete against the big guys.



Nancy Soriano

Media Executive

Nancy Soriano is a media executive with a proven track record in strategizing, creating and guiding content to drive revenue and build customer engagement. She is the former Editorial Director for West Elm and Editor in Chief of Country Living Magazine.



Mollie Surratt

Co-Founder and CEO, White Label Studio

Mollie is Co-Founder and CEO of White Label Studio, a boutique marketing agency located in Calhoun, Georgia, that services 29 clients mainly in the home and fashion industries.

After 15 years in corporate America, she was ready for more and wanted to work with a variety of businesses and help them build marketing strategies with measurable actions that drive results. As a working mom, Mollie wanted to build a company that valued flexibility, family, and a culture of partnership and inclusion. This passion and commitment led her to start White Label Studio in 2017 with a long-time friend and co-worker, Elise Demboski. The company name reflects her upbringing in the wedding industry.

SPEAKER BIOGRAPHIES

Born and raised in a suburb north of Atlanta, she grew up in her family's growing couture bridal business (ahem, so many white dresses). Mollie also enjoys working out, spending time with her husband and two girls, and caring for her petting zoo (dog, 2 bunnies, 3 turtles, and 2 fish)



Sasha Wallace

Director of Brand and Strategic Partnerships, Jaipur Living

As Jaipur Living's Director of Brand and Strategic Partnerships, Sasha Wallace, MBA, does more than just crank out amazing content.

With more than 10 years of editorial and inbound marketing experience, she is passionate about creating authentic connections and valuable, business-changing content through compelling storytelling and targeted messaging.

With experience working for brands such as Calvin Klein, Salvatore Ferragamo, Saint Laurent, and Nars Cosmetics, her chameleon-like adaptability is unmatched. Regardless of the occasion—tradeshow, fashion show or a private gala—Sasha has one result in mind: to ignite a feeling that resonates and is rooted in a brand differentiator, with a strategy that drives measurable results. Currently, Sasha nurtures relationships with top brands and organizations such as ASID, Interior Design Society, NEST, and The Haven List, as well as countless interior designers who seek her insight on marketing trends within the interior design industry.

Sasha holds an MBA in Marketing and Entrepreneurship from LIM College and a BA in Business Administration/Marketing from Florida Agricultural and Mechanical University.



Cara Woodhouse

Interior Designer, Influencer, Principal, Cara Woodhouse Interiors

It could be the curious curves on a vintage 70s sofa, the soft hand of a sumptuous bouclé textile, the textured finish of a natural stone, or perhaps a bold embroidery detail woven

on a well-crafted couture jacket that catches the eye of interior designer Cara Woodhouse. Because for this designer, the journey of inspiration is anything but singular. Having called Los Angeles, London and now New York home, Cara imparts a distinct global sensibility throughout her New York-based, full-service design firm where she casts her clients as her greatest collaborators. Whether she's designing a townhouse in London or the West Village, a Central Park West apartment, a Nantucket getaway, a home in Miami, the Playboy offices in Beverly Hills, or a mid-century-modern home in West Hollywood, you can always count on a stroke of unexpected artistry balanced by chic earth elements.

In the end, Cara is a firm believer that every interior should render an experience, and as her career flourishes she continues to produce evocative spaces that run the gamut from punchy and whimsical to craft-forward and storied.



Danielle Woodhouse Johnson

Founder, CEO, and Interior Stylist, The Oasis Alliance

From her days in the Peace Corps to now helping rehabilitate people who have survived trauma through The Oasis Alliance, Danielle's journey has always been about helping others.

Having experienced certain traumas herself, she understands their needs. Today she uses her talent to run The Oasis Alliance, the nonprofit she founded. With the help of her all-volunteer executive team and talented members of the community, her team provides home makeovers for families who have lived in shelters, homeless veterans, teenaged mothers who are pursuing higher education, children who have been abused, and other survivors of trauma. Her dedication and commitment make her a light and resource for those who need it most.



Zandra Zuraw

*Principal and Interior Designer, Little Yellow Couch
Podcaster, Style Matters*

Zandra Zuraw is the founder of Little Yellow Couch, an interior design coaching platform for passionate homeowners. She's also the

host of the popular podcast, Style Matters, which has logged in over 250 interviews with the most creative people working in the interiors industry. Within the first year, Style Matters landed on the coveted iTunes' New and Noteworthy list and is now in the top 1% of most downloaded podcasts across all categories, globally. They are on track to reach 1 million downloads by the 2nd quarter of 2022. Little Yellow Couch has been featured in many media outlets such as Domino, Better Homes & Gardens, USA Today, and Podcast Magazine. Zandra has also been a speaker at several creative business conferences in the US and Canada talking about the business of podcasting and design. With 25+ years of experience teaching herself how to create beautiful, meaningful homes, she has developed her own step-by-step Slow Style approach to teaching others how to do the same. Along with the podcast, Zandra has also created a monthly membership called "The Slow Style Society", she teaches an online course called "Master the Mix," and hosts in-person signature style retreats.

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Complimentary wireless access is provided in all meeting space and in the Exhibit Hall. We kindly request that participants refrain from using this network for streaming video or other high-data activities.

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To access the Conference Mobile App:

1. Go to **eventmobi.com/22DIC** in the web browser of your mobile device
2. Log in with your email address that you used during registration
3. You will be required to create a password upon your first time logging into the app.
4. Once logged in you can save to your home screen for quick access or download the EventMobi app in the App Store and enter code **22DIC**

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Presentation Access

Attendees will be emailed a link to the presentation power points approximately two weeks after the conference.

Conference Survey

We want your feedback. Daily surveys will be posted on the Conference website. Please check the DI Conference website daily.



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Concierge Services

The Grand Hyatt Concierge Desks are located in the Lobby near the Front Desk and by the elevators.

Technology/Business Center

The Encore Business Center is also located on the lobby level, adjacent to the lobby bar. It is open Monday through Friday.

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In the case of a life-threatening event please dial "50" immediately. You may also dial "0" from any phone

Parking at the Grand Hyatt Atlanta

Daily Event Parking Rates:

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Book Signings

in Grand Hyatt Prefunction area on the Lower Lobby Level



COREY DAMEN JENKINS

Book Title: *Design Remix: A New Spin on Traditional Rooms*

Wednesday, 5:40 p.m. - 7:30 p.m.

Author Corey Damen Jenkins, Foreword by Jamie Drake

The first book from this AD100 interior designer known for his colorful, youthful traditionalism. Corey Damen Jenkins's bold interiors have won a devoted following. In his first book, he presents his take on classic interiors that have been beautifully reimagined for today's taste, sharing the building blocks of this fun, vibrant traditional look.



JONATHAN RACHMAN

Book Title: *The Garlic Peanut Story*

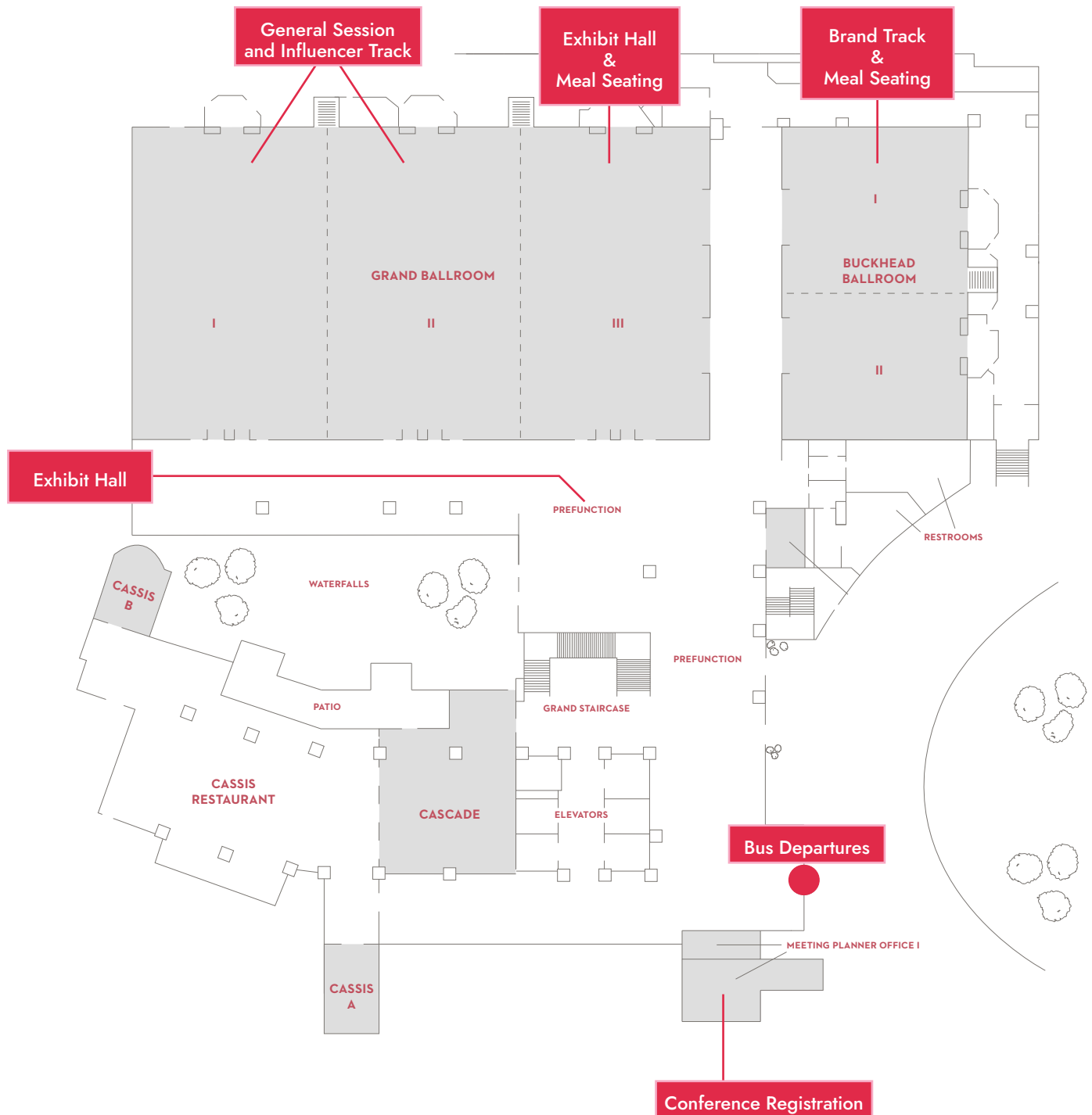
Thursday, 5:30 p.m. - 7:30 p.m.

This startlingly poignant memoir springs from a desire to pay tribute to a beloved sister. Separated by time, geography and the dislocation of modern-day life, two vastly different lives pursue divergent paths, irrevocably torn asunder by the ravages of terminal illness. Through letters written to his adopted sister's children, we learn of gratitude for a sister whose love sustained him through a painful childhood.

All proceeds go to the children and people in need.



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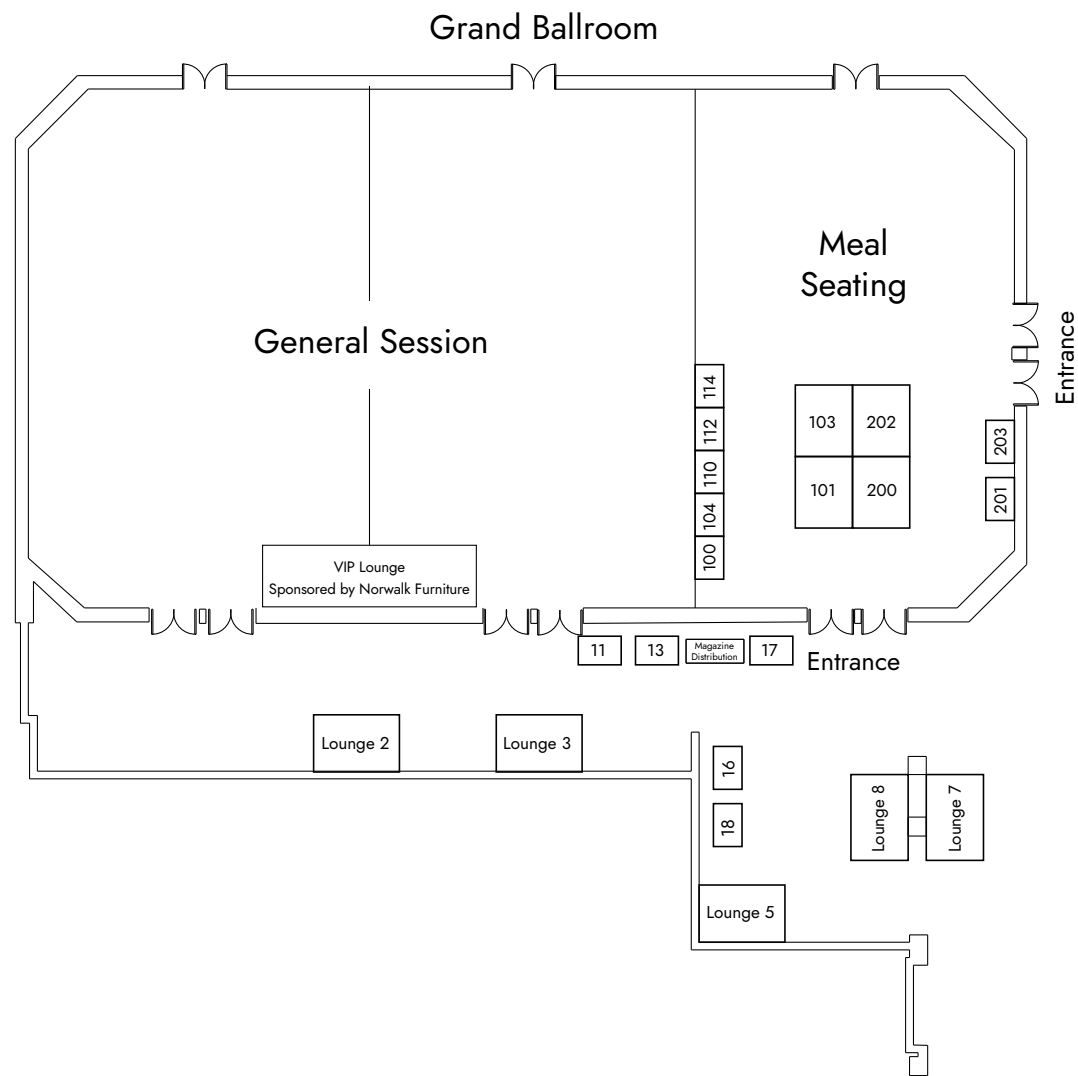
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ADAC	Booth 201	Jaipur Living	Lounge 3
Canvas	Booth 200	Lloyd Flanders	Lounge 5
Carpet One	Booth 101	ME Bag LLC	Booth 11
Crypton	Lounge 2	Norwalk Furniture	Lounge 7
Dallas Market Center	Booth 13	Sherwin-Williams	Booth 203
Designed for the Creative Mind	Booth 17	Steinway Piano Galleries	Lounge 8
Dillard's	Booth 104	The Oasis Alliance	Booth 110
High Point Market Authority	Booth 100	Universal Furniture	Lounge 2
InsideOut Performance Fabrics	Booth 16		

Company Profiles

ADAC

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Booth 201

Located in the prestigious Buckhead community of Atlanta, ADAC was created in 1961 by visionary architect and developer John Portman. In November 2018, ADAC was acquired by International Market Centers (IMC) and parent company Blackstone, the world's largest operator of premier showroom space for the furnishings, home décor and gift industries. Today, the campus consists of ADAC and ADAC West with more than 550,000 square feet of the Southeast's largest collection of luxury furnishings for residential, hospitality and contract projects. ADAC is your essential design destination. Open every Monday through Friday, we invite you to shop our more than 50 stunning showrooms, visit our design studios, explore the campus for inspiration, attend signature events and dine in one of our two restaurants.



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Canvas
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Booth 200

Canvas is the fastest, simplest way to create accurate as-built 3D models and 2D drawings of a home in minutes, as easily as you would take a video. Canvas is trusted by thousands of interior designers, kitchen and bath remodelers, general contractors, architects, and more. Canvas saves you hours of time by creating accurate 3D models of homes and converting them to editable CAD/BIM as-builts in industry-standard formats like Revit, SketchUp, Chief Architect, 2020 Design Live, and AutoCAD. Learn more at canvas.io.



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Carpet One

www.carpetone.com

Booth 101

As a cooperative with 1,000 stores worldwide, we not only have enormous buying power, but we have partners in all of the major brands, mills and manufacturers. We've done the research for you. Just tell us your needs, and we'll satisfy them beyond your expectations. With one of the largest selections of carpet, hardwood, laminate, ceramic tile, vinyl, area rugs and more — and you'll always find the best products and great savings ... every day.



Chelsea House

www.chelseahouseinc.com

You know the moment when you walk into a room and know it's something special? That's the essence of Chelsea House. We combine a love of classic design, joyful colors, and fine materials to create furniture, lighting and accessories that make a room feel both welcoming and magazine-worthy. Our vision is to be a partner, supplier, and source of inspiration for fresh ideas, timeless home furnishings, and statement-making designer touches. Each of the products in our curated line of furniture, lighting, art, mirrors, and decorative accessories is destined to inspire and delight.



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ClientPay

www.clientpay.com

ClientPay is an easy, secure, and modern way for Architectural, Engineering and Construction professionals to accept credit card and eCheck payments from clients. Our payment solution is built on a foundation of industry-leading technology and trusted by professionals nationwide. ClientPay's support team works closely with you from the minute you sign up to ensure your success. Additionally, our technology exceeds standards for internet security and PCI compliance, so you can rest easy knowing your firm's data and your clients' sensitive information is always protected by bank-grade security. ClientPay elevates the payment portion of your services so your clients receive a professional experience with every interaction.

COMPANY PROFILES



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GENERAL SESSION STAGE
FURNITURE SPONSOR
NETWORKING LOUNGE SPONSOR
CONFERENCE TOTE BAG SPONSOR

Crypton

Lounge 2

www.crypton.com

With a philosophy focused on thoughtfulness through performance and sustainability, Crypton is committed to fabric innovation and is widely considered the benchmark for indoor performance upholstery. An elegant blend of design and technology capabilities allows Crypton to offer an intelligent, integrated family of high-performance textiles for the contract and home market.



CONFERENCE PROGRAM
GUIDE SPONSOR

Currey & Company

www.curreyandcompany.com

Inspired by the beauty of nature and the legacy of the past, Currey & Company strives to create furnishings of timeless style and exceptional quality. Handcrafted from natural materials and enhanced with historical details, our work reflects our commitment to meaningful design. For 33 years, our mission at Currey & Company has been to serve our customers in an exemplary manner. Showrooms: Atlanta, Dallas, Las Vegas, New York, and High Point, North Carolina.



ONSTAGE ANNOUNCEMENT SPONSOR

Dallas Market Center

Booth 13

www.dallasmarketcenter.com

Dallas Market Center is a global business-to-business trade center and the leading wholesale marketplace in North America connecting retailers and interior designers with top manufacturers in home décor, furniture, gift, lighting and fashion. Inside its five million square foot campus, customers can discover inspirational trends, business education and new products.

designed FOR THE
creative mind

Designed for the Creative Mind

Booth 17

www.designedforthe creativemind.com

Michelle Lynne is the owner of the successful Dallas-based design firm ML Interiors Group. After a decade of trial & error in the business, she founded Designed for the Creative Mind®, a platform where she teaches interior designers and decorators the proven practices, effective processes, and profitable systems to run their business with purpose and efficiency – leaving them with more time to design.



Dillard's

Booth 104

www.dillards.com

Dillard's is an upscale department store chain with approximately 280 stores nationwide and headquartered in Little Rock, Arkansas. Dillard's Home & Furniture departments have become a destination for Interior Designers and other home industry professionals through their trade program. Dillard's offers Southern Living and other exclusive lines. Additionally, you can find other luxury brands such as Yves Delorme, Riedel, Le Creuset, Barefoot Dreams, Capri Blue and more!



WIRELESS INTERNET SPONSOR
BRAND TRACK SPONSOR

High Point Market Authority

Booth 100

www.highpointmarket.org

High Point Market is the largest furnishings industry trade show in the world, bringing approximately 75,000 people to High Point, North Carolina, every April and October. Serious retail home furnishings buyers, interior designers, architects, and others in the home furnishings industry can be found in High Point twice a year sourcing, networking, and sharing ideas. Featuring an extensive selection of exhibitors spanning every category, style, and price point, High Point Market is the driving force of the home furnishings industry. Learn more at highpointmarket.org, and follow on social media using the hashtag #HPMKT.



InsideOut Performance Fabrics

Booth 16

www.insideoutperformancefabrics.com

InsideOut Performance Fabric® is a reliable source for an American-made all-in-one performance fabric for inside or out! In addition to the core performance qualities of being cleanable and durable, InsideOut is also bleach cleanable, disinfectant spray safe, fade resistant and liquid resistant. InsideOut is a great choice for high traffic areas in your home where you want the confidence that a spilled cup of coffee or a stain from a dirty shoe can be cleaned with a soap + water solution or a bleach + water solution. The textile design team behind InsideOut Performance Fabrics® is exceptional at creating collections that have a fresh perspective on color, texture and construction. By using multiple yarn types, InsideOut is able to provide a level of visual interest and texture that is not common amongst other performance brands.

JAIPUR LIVING

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NETWORKING LOUNGE SPONSOR

Jaipur Living
jaipurliving.com

Lounge 3

Jaipur Living is a global lifestyle brand with a passion for people, handmade products, and luxury interior design. Known for its high-quality rugs, poufs, pillows, and throws, Jaipur Living operates with a mission to create beautiful lives for its employees, artisans, and interior designer partners while preserving the age-old art of handmade rugs. Through social initiatives, the Jaipur Rugs Foundation, and the first-of-its-kind Manchaha program, Jaipur Living supports more than 40,000 artisans in 600 villages across India by providing a livable wage, access to health care, education, and opportunities for leadership development. Combining time-honored techniques and of-the-moment trends with luxury interior design, every Jaipur Living handmade product is as meaningful as it is beautiful.

junipermarket

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MOBILE APP SPONSOR

Juniper
www.junipermarket.com

JuniperMarket is the online marketplace to find the best in wholesale home décor, gift, and lifestyle brands. Source and discover products for your store or design clients remotely, so you can find your next bestseller at anytime from anywhere, year-round.

STICKLEY

TO THE TRADE

STEP & REPEAT SPONSOR

L & JG Stickley, INC.
www.stickley.com

Stickley is a genuine American icon, a brand that has set the standard for furniture craft for more than 120 years. Enduring tradition, superior craftsmanship, and an unshakeable philosophy of excellence are the reasons Stickley continues to produce America's finest hardwood furniture and upholstery. Beginning in 1900 with his revolutionary Arts and Crafts collection, Gustav Stickley showed that every home deserves furniture that is solid, honest, and made with uncompromising craftsmanship. Stickley's Mission pieces are among the most recognizable and cherished in the history of American design. Gustav's brother Leopold founded L. & J.G. Stickley and established its reputation for elite craftsmanship. In 1974, Alfred and Aminy Audi purchased a struggling L. & J.G. Stickley, knowing that by honoring Stickley's dedication to quality, they could turn the company around. Today, Stickley's offering is as stylistically varied and dynamic as it has ever been. Our fluency with modern styles has gained notice, beginning with Park Slope and quickly followed by the best-selling Walnut Grove. Yet for all their freshness, what makes our modern collections stand apart is the same commitment to honest materials and unparalleled craftsmanship that is Stickley's hallmark. Modern furniture can be built to last a lifetime.

LAZZONI

OPENING NIGHT
AFTER PARTY SPONSOR

Lazzoni Atlanta Inc.
lazzoni.com

ASPIRATIONAL | ATTAINABLE | LUXURY LIVING

We are LAZZONI and LAZZONI is much more than a furniture design house. It is a contemporary boutique of ideas, inspiration, and goodwill that transforms spaces into homes. We acknowledge that every home is different, carrying that individual spirit and feel, unique in every one of us. This is why we put an extra emphasis on creating interiors that nurture human wellness and embody a personal sanctuary.



LLOYD
FLANDERS

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Lloyd Flanders
www.lloydflanders.com

Lounge 5

Lloyd Flanders® makes premium casual furniture with timeless style, heirloom-quality craftsmanship and unparalleled service. Our business draws on more than a century of experience to build comfort that endures. In 1906, inventor Marshall B. Lloyd opened the Lloyd Manufacturing Company in Menominee, Michigan, where he developed a timeless and unique process for creating fine woven furniture. When the Flanders family purchased the Lloyd Manufacturing Company over 40 years ago, we made a commitment to honor the history and heritage of the company, and to maintain the high-quality standards our customers have come to expect. We use state-of-the-art manufacturing processes and equipment combined with over 100 years of tradition and furniture knowledge to produce the finest outdoor furniture available today. Combining the best of the old with the improvements of the new yields heirloom-quality furniture to be enjoyed for generations to come. We're proud to be a family-operated business and we're dedicated to growing and fostering the relationships we've built with our customers. In addition to our iconic Lloyd Loom furniture, we've expanded our offerings to include synthetic handmade woven products and sustainably-sourced teak. Improvements in materials, processes, finishes, design and seating are introduced each season.



ME Bag LLC
mebagpro.com

Booth 11

Have you even gone to a project and forgotten your measuring tape? How about a paint deck? This bag is the only bag on the market specifically designed for interior design professionals to pack and carry all the important tools, fabric, literature, paint sample decks and more that you need or might need at each

COMPANY PROFILES

jobsite. It is meant to be packed up and ready to use at the drop of a hat. What you forgot will not be forgotten when you have the ME Bag. The ME Bag was the invention of Melinda Peters Elliott, a 30-year veteran Interior Designer, who took over 10 years to research, design and develop this bag. It is the perfect size for any airline carry on, it opens up completely flat so you can see exactly what is in the bag. Inside the bag are pages filled with special pockets and straps to house all kinds of different tools. You fill it with your most important tools and items that you seem to talk about at every job. The ME Bag is also Patent Pending.



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WELCOME RECEPTION SPONSOR

Monogram Luxury Appliances (GE Appliances)

www.monogram.com

It's the Details that Define Us. With uncompromising attention to every detail, Monogram appliances truly Elevate Everything™ in luxury kitchens. Monogram's Minimalist and Statement Collections, featuring rich materials and precise design, are crafted with style that endures.

NORWALK
FURNITURE

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VIP SEATING
SHOWCASE SPONSOR

Norwalk Furniture
norwalkfurniture.com

Norwalk Furniture is a manufacturer of custom upholstery with over 850 fabrics & leathers to choose from and the ability to use COM. Built in the USA - Inspired by the World.

SHERRILL

Sherrill Furniture

www.sherrillfurniture.com/our-furniture-brand

With skill and care, SHERRILL blends traditional American craftsmanship with modern manufacturing to create furniture full of originality and invention. Founded in 1945, they employ skilled artisans and furniture makers who combine time-honored techniques with high-quality materials. The possibilities are endless, but the quality is what you have come to love from Sherrill; well-made furniture built by hand that will last for generations to come.

SHERWIN-WILLIAMS

Sherwin-Williams

Booth 203

www.swdesignersupport.com

Sherwin-Williams Company is an American Cleveland, Ohio-based company in the paint and coating manufacturing industry. The company primarily engages in the manufacture, distribution, and sale of paints, coatings, floorcoverings, and related products to professional, industrial, commercial, and retail customers primarily in North and South America and Europe. At the end of 2020, Sherwin-Williams had operations in over 120 countries. Sherwin-Williams has been a longtime supporter of the design industry and design organizations, having employees who are both industry partners and professional members.



SideDoor
TRANSFORM YOUR DESIGN BUSINESS

INFLUENCER INSIGHT SESSION
SPONSOR

SideDoor

www.onsidedoor.com

SideDoor makes it easy and free to monetize your taste. Now you can shop directly from top brands at the lowest trade price, or you can put together shoppable collections of our favorite products and embed them on your website or share them on social media. Once the order is placed, it's all on us. We do the heavy lifting and you make an average of 30% on each order. It's easy, digital, and transparent and gives you one simple tool that will grow your business.



STEINWAY
Piano Galleries

110 YEARS
Over 250,000 customers satisfied!

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NETWORKING LOUNGE SPONSOR

Steinway Piano Galleries

Lounge 8

steinwaypianogalleries.com

For over 160 years, STEINWAY & SONS has been dedicated to making world-class pianos. Founded in 1853 by German immigrant Henry Engelhard Steinway in a Manhattan loft, our pioneering handcrafted methods are still employed today to ensure our uncompromising standards of quality, in turn ensuring that the STEINWAY remains the peerless instrument of uncompromising expression. Discover the craftsmanship of our world-class pianos. We've earned our 99% customer satisfaction rating by providing expert advice, award-winning service, quality education and the best piano selection and values to over a quarter million satisfied customers and institutions. Atlanta's largest supplier of pianos. We have a comprehensive offering of the finest name brand pianos, player pianos and digital pianos.

COMPANY PROFILES



CONFERENCE LANYARD
SPONSOR

Studio Designer

www.studiodesigner.com

Studio Designer is the leading digital project management, product sourcing, and accounting platform for the interior design industry. The fully integrated platform features an all-in-one project management system, client collaboration portal, product sourcing tools, and designer-specific accounting software. For 30 plus years, Studio Designer has enabled the world's leading designers to drive efficiency and growth, save time, and manage beautiful projects.



The
Oasis
Alliance

CHARITABLE ORGANIZATION SPONSOR

The Oasis Alliance

www.theoasisalliance.org

Interior design is an underutilized tool to empower, encourage and resurrect people at their lowest point. The Oasis Alliance (OA) brightens the lives of trauma survivors by co-designing personalized spaces that encourage and support recovery, growth, and wellbeing. Co-designing personalized spaces for our clients affirms their humanity and serves as a major first step in moving through trauma and loss.

Booth 110



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GENERAL SESSION STAGE
FURNITURE SPONSOR
NETWORKING LOUNGE SPONSOR
CONFERENCE TOTE BAG SPONSOR

Universal Furniture

Lounge 2

www.universalfurniture.com

Your Whole Home Destination. At Universal Furniture, our goal is to craft stunning furnishings for your home that offer as much function as they do style. With a wide-ranging assortment of aesthetics, extending from classic and traditional to modern and transitional, your perfect pieces are waiting to be discovered by you. Universal offers trade partners the opportunity to join our program with no order minimum and shop online, view item availability, and enjoy free shipping on all orders. We also provide partners with exclusive access to the Designer's Lounge during market and access to images and materials to help with any project. Our new special order upholstery offering also allows you the opportunity to drape any item in over 400 fabrics and 50 different leathers and visualize the entire piece online before you buy. Please make plans to join us at High Point Market, at 101 S. Hamilton to preview our new introductions or experience educational opportunities in our Learning Center or enjoy a cocktail in the Cafe. We hope to see you there.

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Atlanta Homes & Lifestyles

www.atlantahomesmag.com

Published since 1983, Atlanta Homes & Lifestyles is the city's only monthly home and garden magazine offering unmatched entrée into the area's most inspiring residences. The glossy magazine is dedicated to showcasing the very best in design and has come to be known as the definitive guide to cultivating Atlanta style.



New England Home

www.nehomemag.com

New England Home defines superior home design and custom building in New England. We present the region's finest work and resources to educate and inspire our affluent readers and promote local talent. By building relationships among industry professionals and connecting them with a highly qualified audience of potential future clients, we help assure the growth and success of the field.



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& C O M P A N Y

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