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Then why do some interior design firms thrive while others barely survive? The answer lies in one powerful little word: brand. More than a pretty logo, it involves telling the story of your distinct point of view—who you want to serve and why you do business, and it's a process that happens from the inside out.

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Branding + Interior Design: Visibility and Business ...

Branding + Interior Design bridges the gap between designer and design leader

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and shows pros how to define, value and communicate their vision; find clients who are a fit and earn more by serving better. It's a deep dive into design marketing solutions and includes candid conversations with design leaders like: Barbara Barry, Clodagh, Kelly Hoppen, Martyn Lawrence Bullard, Christiane Lemieux, Rose Tarlow, Vicente Wolf, and others.

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In this 1-hour branding and visibility strategy session, designers will be guided on how to bridge the gap between designer and leader. Uncover what a visibility strategy is and why it's important and then, how it differs from traditional marketing. Look at the beginnings of your brand DNA and review a series of case studies for comparison.

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Webinar: Branding, Visibility & Money for Interior ...

Kim's book Branding + Interior Design is a playbook for next-gen design leaders and includes interviews with design leaders like: Barbara Barry, Kelly Hoppen, Vicente Wolf, Christiane Lemieux, Clodagh, Martyn Lawrence Bullard and others. She also offers coursework on her methodology through the Interior Design Continuing Education Council (IDCEC).

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