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L.A. Design Concepts: Making "To the Trade Only" Furniture Affordable

By [Abe Abbas](#), About.com

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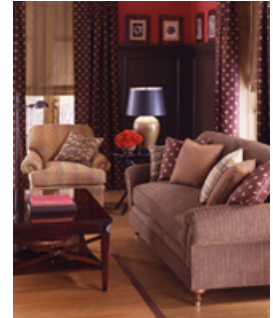
Background:

[L.A. Design Concepts](#) is the first company to offer consumers access to "To The Trade Only" designer furniture at a more affordable price.

Frank Keshishian, the man behind L.A. Design Concepts, has designed interiors for clients around Los Angeles and other parts of the country. In the course of his work, he recognized a growing need for designer furniture at affordable prices, and as a result L.A. Design Concepts was launched in 1988 in Marina Del Ray, California.

Concept:

There are many consumers who are knowledgeable about design and know exactly what they want. They do not feel their projects warrant hiring an interior decorator, but most design center showrooms shut them out, choosing to sell "To The Trade Only". L.A. Design Concepts provides these consumers access to designer furnishings at much more affordable prices. They charge only 20% over wholesale designer net cost. This is a departure from the traditional structure of hourly fees for the decorator in addition to a 30% to 40% designer mark-up on the furnishings.



Kravet Furniture L.A. Design Concepts
Photo (c) L.A. Design Concepts

How It Works:

You can choose how to work with L.A. Design Concepts to acquire your desired items.

- Through designer showrooms:
LADC provides a letter of introduction enabling access to your local design center's showrooms.
- Locate items using design publications:
If you find something you like in a magazine, L.A. Design Concepts can order for you.
- Shop online:
You can shop online and order through the LADC website's comprehensive list of manufacturers' websites. After locating your item, contact L.A. Design Concepts' ordering department for information.

Design Services:

If you feel you need designing help, L.A. Design Concepts offers a complete range of interior design services including floor plans and furniture and fabric selection.

LADC designers can also assist you in creating layout plans based on the scale of your rooms, traffic patterns, focal points and seating requirements.

Manufacturers :

L.A. Design Concepts represents some of the most reputable "to the trade only" [manufacturers](#) in the country such as Baker, Beacon Hill, Brunswick & Fils, Donghia, Grange, Holly Hunt, Kravet, Robert Allen, Hancock & Moore, Niermann Weeks and hundreds more.

Ordering:

To order, you can [call or email their ordering department](#) for pricing information. As prices can vary from one showroom to another, they can search to locate the best price. They also handle all purchasing paperwork, delivery schedules, and provide any necessary follow-up.

Location and Contact:

L.A. Design Concepts
578 Washington Blvd Suite 228

Marina del Rey, California 90292

Phone: 310-581-3774

www.ladesignconcepts.com

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