

# About.com Furniture

## How to Buy Designer Furniture at Discount Prices

New Service Lets Consumers Purchase To-the-Trade-Only Lines Without a Designer

By [Fred Albert](#), About.com

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Thanks to a Los Angeles company, consumers can now buy furniture from wholesale designer showrooms without using an interior designer or paying standard designer markups.

L.A. Design Concepts has given California consumers instant access to the furniture they see in design magazines and trade-only showrooms since the late 1980s. The company recently expanded this service, allowing anyone in the U.S. to acquire merchandise from manufacturers such as Grange, Donghia, Holly Hunt, McGuire, Sutherland, Clarence House and F. Schumacher—bypassing the [controversial system](#) requiring that such products only be sold through an interior designer or architect.



With LADC, consumers can now buy products from companies such as Donghia without using a designer.  
*Photo © Donghia*

“We get a lot of calls from clients who know what they want but don’t want to hire a designer, and they don’t want to pay full retail,” says Frank Keshishian, the owner of L.A. Design Concepts. Although [similar operations](#) are available in select cities across the country, Keshishian claims he is the first to offer this service nationwide.

When a consumer sees something she likes in a home design magazine or in a designer showroom, she simply calls or e-mails L.A. Design Concepts with the name of the manufacturer, the name and/or number of the model, and the color. The LADC staff will research the item and respond with a price, which is set at 20 percent above the net (wholesale) price. (Most designers charge 33-40 percent over net.) Then LADC files the paperwork, expedites the order, schedules delivery to the client’s home and provides any follow-up at no additional cost. They’ll even furnish fabric swatches upon request. Another bonus: Sales tax will not be added to most purchases made outside of California.

If customers want to peruse their local design center first, LADC will furnish them with a letter stating that they are an LADC client. Such letters will usually provide access to wholesale showrooms, although customers will still need to inquire about pricing and make purchases through LADC.

Although LADC specializes in helping consumers purchase products from designer showrooms, they can also access collections from such names as Ralph Lauren Home, Baker, Century and Bernhardt—furnishings that are sold through both retail and wholesale outlets. Keshishian says he can acquire lower-priced lines, as well, but cautions that in those instances his prices may not be as competitive as those offered by retail chains.

To contact LADC, phone (310) 581-3774, e-mail [info.ladc@ca.rr.com](mailto:info.ladc@ca.rr.com), or visit their Web site,

[www.ladesignconcepts.com](http://www.ladesignconcepts.com).

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