



Stephanie Diani for The New York Times

Do-it-yourself decorators often spend hours tracking down the perfect fabric or chair, only to discover a single deal-killing drawback: it is available only “to the trade,” or through a professional designer. L.A. Design Concepts, an interior design firm in Marina del Rey, Calif., now offers a way to sidestep this obstacle. With a single phone call, amateur designers anywhere in the country can buy to-the-trade products from most manufacturers, in any quantity, at 20 percent above cost — half to two-thirds the markup that most interior designers would charge, if they were even willing to take on such a small job. As the company’s owner, Frank Keshishian, above, noted, “Most don’t want to bother.” L.A. Design Concepts: (310) 581-3774.

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