



TOP TREND

# DESIGN ON DEMAND

Bring home high style on a budget (and in a snap) with help from a new crop of à la carte interior design services.

by CAROLINE EBERLY LONG

→ If you've ever found yourself staring blank-eyed at Pinterest while wishing you could summon a pro to create a living room you actually want to hang out in, we have good news: A new breed of so-called "design-in-a-box" services allows homeowners to hire designers for à la carte help—say, to envision a concept for a single room or to develop a home's color palette. It's a streamlined version of the full-service approach: Your designer gets to know you through a consultation or questionnaire, delivers a plan for the room, and then—here's the kicker—lets you order and install the goods on your own time. The process naturally involves less back-and-forth than the standard approach, making it a budget-friendly choice for DIY types who don't mind doing a little work themselves.

While internet services like Blubox, Havenly, and Laurel & Wolf are offering the concept nationally, Colorado designers are putting their own spins on the trend. The team behind Duet Design Group's service, called **Inside Stories**, takes a personalized approach, relying on face-to-face (rather than virtual) consultations. Andrea Schumacher's **Simply ASI** and



Inside Stories (from Duet Design Group) revamped this master bathroom with romantic floral wallpaper from Anthropologie and a chest from West Elm.

Megan Kane's **Room in a Box** deliver design input by room, with the option to upgrade for features like product ordering or extra customization. "The service breaks apart how we handle a project, and allows the client to handpick what they need help with," Schumacher says. Adds Kane: "A lot of people come to me with a few basics like a coffee table and a sofa, but they need help filling in the gaps with art, pillows, lamps, and a rug." We call that a happy blend of high design and DIY.



A large-scale artwork from Noir is the centerpiece of the bath area, which is crowned by a crystal light fixture from Visual Comfort.

## FOUR COLORADO TAKES ON THE TREND

### > ROOM IN A BOX

**Pro:** Megan Kane of Megan Kane Interiors

**Good for:** Family-friendly spaces featuring a stylish mix of high and low price points

**Starting at:** \$750 per room  
megankaneinteriors.com/room-in-box

### > INSIDE STORIES

**Pro:** A dedicated team at Duet Design Group

**Good for:** Everything from color consultations to home-styling and multi-room concepts

**Starting at:** \$375 per project  
insidestories.com

### > SIMPLY ASI

**Pro:** Andrea Schumacher of Andrea Schumacher Interiors

**Good for:** Getting Schumacher's signature color- and pattern-forward look on a budget

**Starting at:** \$1,200 per room  
simplyasi.com

### > ROOM WORKSHOP

**Pro:** Robyn Scott of Robyn Scott Interiors

**Good for:** Total room transformations or a simpler "refresh," plus curated art collections, built-in cabinetry designs and drawings, and custom fireplaces

**Starting at:** \$350 per room  
roomworkshop.com