

HOUSE *of* DUVÄL

Designing Your Business: Building a Creative Practice That Lasts

FOR IMMEDIATE RELEASE

Award-winning interior designer and founder of House of DuVäl, DuVäl Reynolds, will present **Designing Your Business: Building a Creative Practice That Lasts** at High Point Market Authority—an educational session designed to help interior designers strengthen profitability through smarter procurement, pricing, and presentation strategies.

Centered around The 50% Minimum Framework, the workshop explores how luxury design firms can strategically structure projects to retain a minimum 50% of a furnishings budget through a combination of design fees, procurement, and product profit. Attendees will gain practical insight into evaluating vendors, sourcing higher-value furnishings, presenting investment pieces with confidence, and creating a business model that supports long-term growth.

The session will also include a demonstration of how AI tools like ChatGPT can be used to visualize custom fabrics and finishes, create unique presentation imagery, and streamline the client experience while protecting the designer's creative value.

Attendees will leave with actionable strategies to build a more profitable furniture business, increase confidence in presenting premium products, leverage AI in their workflow, and rethink the way they approach furnishings as a core driver of revenue.

Presented by: DuVäl, Founder & Principal Designer, House of DuVäl and DuVäl Design