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PRESS RELEASE

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Colorado Interiors Professional Gabrielle Hewson Publishes *Trust the Design Process*

New book explores how interiors professionals and their clients can work together more effectively throughout the design process

Longmont, Colorado — Colorado interior decorator, wallpaper and fabric pattern designer, and author Gabrielle Hewson has published *Trust the Design Process: How Interiors Professionals and Their Clients Work Best Together*, a new book examining what it takes to build a productive, collaborative relationship between interiors professionals and their clients.

Drawing from Hewson's experience working within the interiors industry, *Trust the Design Process* looks beyond aesthetics to examine the process behind a successful interiors project — and the communication, expectations, decision-making, professional expertise, and mutual trust required to move an interior from its earliest conversations through completion.

The book walks readers through the 12 sequential stages of the design process: Discovery, Direction, Planning, Materials Programming, Sampling, Refinement, Approval & Sign-Off, Procurement, Coordination, Installation, Punch List, and Final Layering. It also helps clients better understand their integral role in the process and the importance of using their voice and how and when best to do so to ensure the smoothest experience possible.

Rather than presenting interior design and decorating as a series of selections or a straightforward path from inspiration to installation, Hewson addresses the less visible work that takes place along the way: research and planning, evaluating materials, sampling, revisions, coordination with trades/workrooms/fabricators, procurement, problem-solving, and the many decisions that must be made and locked down before finished spaces take shape.

At the center of the book is a simple premise: good design depends not only on the expertise of the professional, but on each client's understanding of how the design process actually works and their open, honest, and timely communication throughout.

"Trusting the design process does not mean surrendering your voice or blindly accepting every recommendation," Hewson writes. "It means understanding that thoughtful design develops through a process — one that requires expertise, openness to expressing one's own

authenticity, truthful and complete communication, exploration, refinement, and the importance of budget, scope, and timelines.”

Written for both interiors professionals and their clients, the book offers professionals a resource for helping clients better understand the work behind their projects while empowering clients with greater insight into what they can expect as their project progresses.

Hewson’s perspective is informed by her work across interior design and decorating, her wallpaper and fabric pattern design, and the broader network of trades, fabricators, installers, showrooms, and other professionals involved in bringing interiors to life. Her work emphasizes the relationship between surface, material, pattern, color, and the way a space is ultimately experienced.

Trust the Design Process: How Interiors Professionals and Their Clients Work Best Together is available now in paperback online. Purchase: <https://www.lulu.com/shop/gabrielle-hewson/trust-the-design-process/paperback/product-zmn78p8.html>

Early Praise for Trust the Design Process

“Trust The Design Process is a raw, honest guide that will allow homeowners and design professionals to work together in the most cohesive way. As a design professional, the importance of relationships is at the core of my business and this book is a direct reflection of the steps necessary to create success for all parties. Stages are imperative; however, honest communication is a key factor for the outcome of a well executed project. I absolutely love how Gabrielle describes "stable layers and flexible layers". She has insight into both perspectives that take what can be an overwhelming experience and teaches clients as well as design professionals the etiquette to achieve beautiful teamwork.” — Shannon Allen, Interior Designer and Owner, Shannon Allen Design

“Trust the Design Process is an invaluable resource for interior professionals looking to strengthen and refine their client experience. Gabrielle has thoughtfully broken down every phase of the design journey while clearly communicating the roles of the many professionals who contribute to a successful project. Reading this book challenged me to rethink aspects of my own process and inspired ideas for creating an even more seamless experience for my clients. I highly recommend it to any interior professional who is committed to elevating both their practice and their client relationships.” — Kadija Taylor, Principal Designer/Owner, Home and Sanctuary

About Gabrielle Hewson

Gabrielle Hewson is a Longmont, Colorado-based interior decorator, wallpaper and fabric pattern designer, illustrator, and author. Her work centers on creating thoughtful, cohesive interiors and original pattern collections while supporting a more informed and collaborative relationship between interiors professionals and the people they serve. Her wallpaper and fabric designs and interior decorating work can be found at gabriellehewson.com.