

Washingtonian

Designer Previews offers an easy way to find an interior designer

Designer Previews is the business of Karen Fisher, a former design editor for many magazines, including Women's Wear Daily. Fisher represents 350 architects and designers, including 35 in Washington. Although based in New York, she conducts "virtual" portfolio tours over the Internet with Washington Clients.

Designer Previews charges \$100 and what you're paying for is Fisher's guidance.

Here's how it works: From her New York office, Fisher chats with a client to get an idea of the budget, style and scope of the project. Then the client, at his or her own computer, signs on to Fisher's private site and clicks through screens of photographs depicting a range of decors, from cool modern to ornate French. The client is asked to say what he or she likes or does not – with Fisher, on the phone, prodding: "Would you choose a four-poster like that?" or "Do you like those built-in bookshelves?" Fisher, working in real time, eliminates photos from the client's screen until what's left is the work of three designers the client likes.

In a test run, Fisher helped me better define my taste and narrow down to three designers in 45 minutes. The process was fun.

Fisher continues to offer advice by phone—whether it's on a designer's personality or drafting a contract—until a client has chosen a designer. ∞

Design New Jersey

High-Tech Designer Referrals

If personal referrals – the usual way to find interior designers and architects – aren't an option, a service called Designer Previews offers an alternative.

Karen Fisher, the entrepreneur behind Designer Previews, represents many New Jersey designers. For \$100, she gently probes a client about taste, lifestyle and budget, and takes him or her through an interactive presentation. Fisher is in her New York office, and clients can be miles away on their computers, phone in hand, giving their likes and dislikes about rooms they

view online. From the feedback, Fisher narrows the field of designers to three, and recommends the client interview each to find a personality fit as well as compare their contracts before making a final choice. ∞

Philadelphia Magazine

How To Choose And Hire A Designer Who's Right For You (and what it all may cost)

By Sarah Jordan

Karen Fisher, of the New York-based Designer Previews, is rolling out her designer/client match making service (\$100 per consultation) for the Philadelphia region this month, and has more than 30 designers to choose from; she's been match making since 1985. Fisher calls the client and discusses the scope of the project – style, budget, timing. Then, in real time, she conducts what she calls a "decorating Rorschach test," displaying a range of design styles on her website to determine what a client is after. Once she's completed the overview, she'll present prospective clients by showing their work on her site. Finally, Fisher presents the client with the names of three different designers to interview. ∞

Psychology Today

Like many intimate relationships, the ones arranged by Karen Fisher begin in the dark. Fisher, whose company, Designer Previews, matches interior designers with potential clients, gives a slide show to people who want to decorate their home. Then she sits back to watch – not the slides, which picture a parade of bedrooms, bathrooms and kitchens, but the viewers' reactions to them. The slide show is designed to help clients visualize their dreams.

The New York Post

The true benefit of choosing a designer with the services of Designer Previews is that Ms. Fisher selects the designers herself, based not only on their talent, but also on their ability to complete the work within the budget and in the time frame agreed upon. These designers have been carefully selected and screened for their ability, integrity, and history of satisfying clients. She is recognized in the industry as a sort of 'Good Housekeeping Seal of Approval' for designers. ∞

Forbes

Karen Fisher takes the stress out of finding the right interior designer.

Since she founded Designer Previews in 1985, she has methodically signed on the best of world-class designers and the most promising of young talents.

For a process that can be fraught with unexpected surprises, Fisher's process is stunningly simple. For a hundred dollars, Fisher, like a skilled therapist will prod you gently for information about your taste, your personality, your lifestyle, and what you can afford to spend.

Then she puts on a slide show that's a cross between a Rorschach test and a whirlwind tour of the inner sanctums of the rich and famous. There are living rooms, bedrooms, kitchens and dining areas with styles spanning the range from contemporary to traditional and every shade in between.

Fisher notes which images elicit polite compliments - there isn't an ugly room in the bunch - and those that get euphoric whoops. That's her cue to pull out portfolios of the designers who match a client's "look" and price range. ∞