

Designer Takes

The Consumer Brands Designers Actually Love

Yes, decorators shop retail brands too

By Allie Weiss

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A bedroom by Natasha Baradaran features an Anthropologie bed. Photo: Roger Davies

When it comes to decorating, sometimes speed and affordability are a priority. Not every single item in a home can be über-refined, custom-made, or imported from abroad. In those instances, accessible consumer brands come in handy, and every designer has a few favorite retail sources up their sleeve. “I mostly use custom and vintage furniture and objects in my work,” explains New York-based designer Ryan Lawson. “But all of those purchases require extra steps on my team’s part to get exactly right. I love when a direct-to-consumer brand takes that worry away—with products that I know to be of the quality and consistency I expect, right off the shelf.”

We asked nine professionals to share their go-to consumer brands, which offer everything from affordable tabletop items to high-end kitchen products.

Natasha Baradaran:

“[Anthropologie](#) is one of my favorite consumer brands because they have such an all-encompassing collection, from furniture to cabinet hardware. I love the uniquely bohemian feel of their point of view for home, which I often gravitate to as a layer in my own interiors. My favorite Anthropologie pieces are their [beds](#), especially their acrylic-and-brass bed, which I recently used in a project in Bel Air. It has a lovely play of lines and material and the ability to glam it up, as I did with a custom alpaca [Sandra Jordan headboard](#).”

Ryan Lawson:

“The linen sheets from [Morrow Soft Goods](#) come in the most luscious colors, are the perfect weight, and get better with every wash. I sleep on them myself, and I’ve made disciples of all my clients.”

“The furniture from Hem is also both beautiful and beautifully made. I have used the [Hai chair](#) and ottoman in all sorts of projects. The fabrics are great, and it’s so comfortable!”

Leyden Lewis:

“Several direct-to-consumer brands are really exciting—not only are they priced well but many of the solutions are smart, lean design. While it can be an economical option, for newer brands there is always an associated risk as quality is tested only at delivery. I like the austere quality of [Article](#), [Parachute](#), and [Brooklinen](#).”

Alison Pickart:

“[Mecox](#) is a must-shop online and in-person stop...[with] a huge online catalog of items. When it comes to big-chain retail, my favorites are the hip modern satellite brands of Crate and Barrel and Williams Sonoma—[CB2](#) and [West Elm](#), respectively. Their collaborations with design talents across the country keep things fresh and engaging, and their price point is perfect for the first-time home furnisher.”



A kitchen by Breegan Jane includes Caesarstone countertops. Photo: Ryan Garvin Photo

Breegan Jane:

“I am well known for high-end stonework. But I can’t always travel to Italy to source stone, so for many of our residential projects we choose [Caesarstone](#). It has the modern, luxurious look my clients love and is durable to hold up in any household.”

Dana Wolter:

“There is nothing better than ending a busy day by climbing into a bed made with luxurious bed linens and sheets. I love [Sferra’s](#) bedding. They have wonderful options that consumers can buy directly to add a sumptuous layer to any bed.”

Chet Callahan:

“[Huset](#) is a one-stop shop for useful, beautifully designed home goods from a variety of Scandinavian brands. Think Target, elevated, with a lilting accent.”

“When I want to add a pop of pattern to a room without breaking the bank, I go to [Marimekko’s](#) online shop for cushion covers. The famous Finnish textile brand creates throw pillow cases from its storied fabric collection in typical throw pillow sizes.”



Thermador appliances in a Pulp Design Studios project. Photo: Stephen Karlisch

Beth Dotolo and Carolina Gentry, Pulp Design Studios:

“We love [Thermador](#), because they are a luxury pro-driven brand that creates products geared toward cooking and food enthusiasts. Thermador’s products are innovative in conduction, steam, and connectivity, but they’re not intimidating to use like many other brands.”

Patricia Benner, Benner Landscape Design:

“Since COVID, almost all my clients want to expand their outdoor living and dining rooms. I often find myself coming back to [Teak Warehouse](#) as a resource for A-grade teak and outdoor wicker furniture at affordable prices. They’re located in L.A., but ship around the country. I’m a big fan of their [Rustic X-Leg Teak dining table](#). [It’s] a sophisticated take on the picnic table. I just purchased one for my house in Stinson Beach, where we often have casual dinners for our large blended family.”