

Diane Paparo Associates, Ltd.



EANYC's
Deals of Distinction
2016 Finalists



Diane Paparo Associates, Ltd.

Diane Paparo
President

Location: New York,
NY

Industry: Interior
design/
Product design

Building Services –
small

Winner

DONE DEAL: Diane Paparo Associates, Ltd. formed a new company, Diane Paparo Studio (Dp studio), in 2005. The Dp studio launch came in response to requests from clients to make Diane Paparo Associates' products more accessible. "The formation of the studio allowed us to take our custom trade-design business to the broader luxury consumer market," says Diane Paparo, president of Diane Paparo Associates. "Our financial agreements have been creative and flexible as well. Initially, some sources began to offer our existing designs to their clientele and paid us on a commission basis. With others, we have entered into licensing agreements, designing unique collections for them."

Quick Tip: "Design isn't an end in itself. The end product is environments that serve people."

BIG IMPACT: "The studio not only brought us a new consumer revenue stream, it heightened our trade recognition and generated licensing opportunities," says Paparo. "Over the years, we developed strong collaborative relationships with manufacturers and sources that evolved into partnerships based on mutual respect, opportunity and shared vision." Today, Dp studio's collections include furniture that combines stainless steel with exotic woods and stones; hand-embroidered sheets and towels; mixed silk, wool and fur rugs; and more.