DFA

Decorative Furnishings Association

Leading the Design Industry Since 1934



2026 OVERVIEW + MEMBER BENEFITS

Our Vision

To be the leading voice and unifying force for the decorative furnishings industry, inspiring innovation, advancing business excellence, and elevating the value of design in the minds of consumers.

We envision a future where exceptional design is recognized as essential to the quality of the built environment, where industry professionals are empowered through knowledge, collaboration, and technology, and where the Decorative Furnishings Association serves as the trusted catalyst for growth, advocacy, and the continued evolution of our profession.

DFA Membership Overview



Why join DFA?

For nearly 100 years, the Decorative Furnishings Association has evolved alongside our industry, serving as a trusted advocate and resource through every era of change. Under the leadership of Keith Granet and Executive Director Rachel York, the DFA is entering an exciting new chapter focused on community, education, business intelligence, advocacy, and professional development. Together, we have the opportunity to build a stronger, more connected industry with a unified voice for the challenges and opportunities that lie ahead.

- Cary Kravet, Kravet Furnishings

The future of our industry will not be determined by the challenges we face, but by how boldly we choose to face them together. My vision for the Decorative Furnishings Association is to create a community that inspires leadership, delivers knowledge, advocates for our profession, and gives every member the tools to thrive. The strongest industries are built on collaboration, and I believe our best days are still ahead.

- Keith Granet, Chairman, Decorative Furnishings Association

We have a really strong membership. There are so many strong and experienced members at all levels of the industry.

- Mike Gracie, Gracie Studio

DFA Membership Overview

2026 Leadership



Keith Granet
DFA President /
Chairman of the Board



Rachel York
DFA Executive Director

DFA BOARD MEMBERS

Mike Gracie - Gracie Studio

Christine Haney - Vaughan Designs

Sara Kravet - Kravet Furnishings

Margaret Crow - The Mart

Katie Brockman - Katie Brockman & Co

Katie Miner - ADAC

2026 Benefits

As a DFA Member, you will enjoy a wide range of benefits:

- ✔ Exclusive access to Studio Designer data directly correlated to your company
- ✔ Access to a robust monthly lineup of educational + inspirational programming on timely topics, including:
  - Educating the next generation of designers
  - Technology / Data standardization
  - Diversity training
  - Marketing to designers
  - Social media / digital marketing
  - Sustainability
  - AI and what it means for our industry
  - Trends and forecasting
- ✔ Valuable networking opportunities with top luxury design stakeholders and industry experts
- ✔ Access to data + insights from leading authorities both within and outside the design industry
- ✔ Exclusive offers and preferred pricing from DFA partners for industry events, award programs, research insights, and trade shows
- ✔ Recognition as a Member on the DFA website
- ✔ Invitations to DFA's semi-annual membership meetings and events, as well as affiliated organization events
- ✔ Participation in regional forums covering best practices, education, and industry growth
- ✔ Opportunities to leverage DFA's database + social platforms for communications about your brand

Introducing Studio Designer

Supporting the Professionals Who Shape the Places We Live and Work

The #1 software used by over 20,000 interior designers processing $8 Billion of product annually.

DFA Membership Overview

2026 Studio Designer Benefits

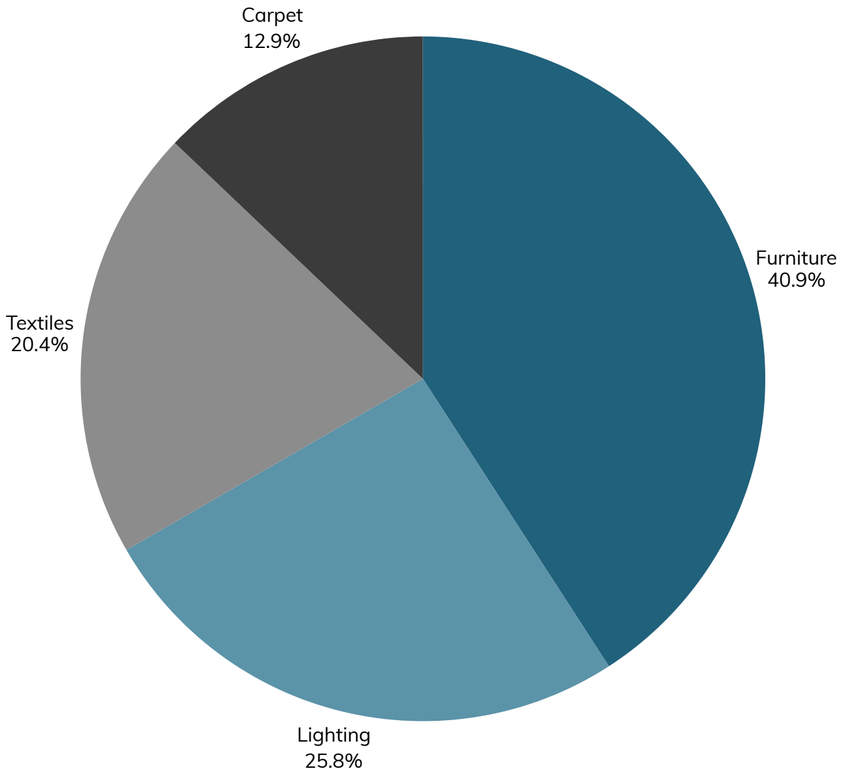
DFA membership unlocks powerful data and personal brand insights from Studio Designer, including:

- ✔ Where your brand sits on top vendors list (i.e. RH being number #1)
- ✔ Total purchase order count and volume with Studio Designer's 7,000 design firms each quarter, by geography broken down by:
  - Your brand's volume
  - Your brand's categories volume
  - Your brand's total volume across all categories
- ✔ Other benchmarking reports that will give you insight into your position in the Studio Designer Ecosystem
- ✔ A Free Listing as part of Studio's Trade Catalog which includes;
  - A link back to your website for the design firm to learn more and order from directly
  - Improved listing in the trade catalog by providing accurate, complete information about your products
  - Total clicks in the Trade Catalog by quarter, by geography
  - Total concepts created by quarter, by geography
  - Total client proposals created by quarter, by geography
  - % of client proposals that converted into Purchase Orders by quarter, by geography

2026 Studio Designer Data

An illustrative example of what a member brand's performance snapshot would look like:

Distribution of Sales by Primary Home Furnishing Category



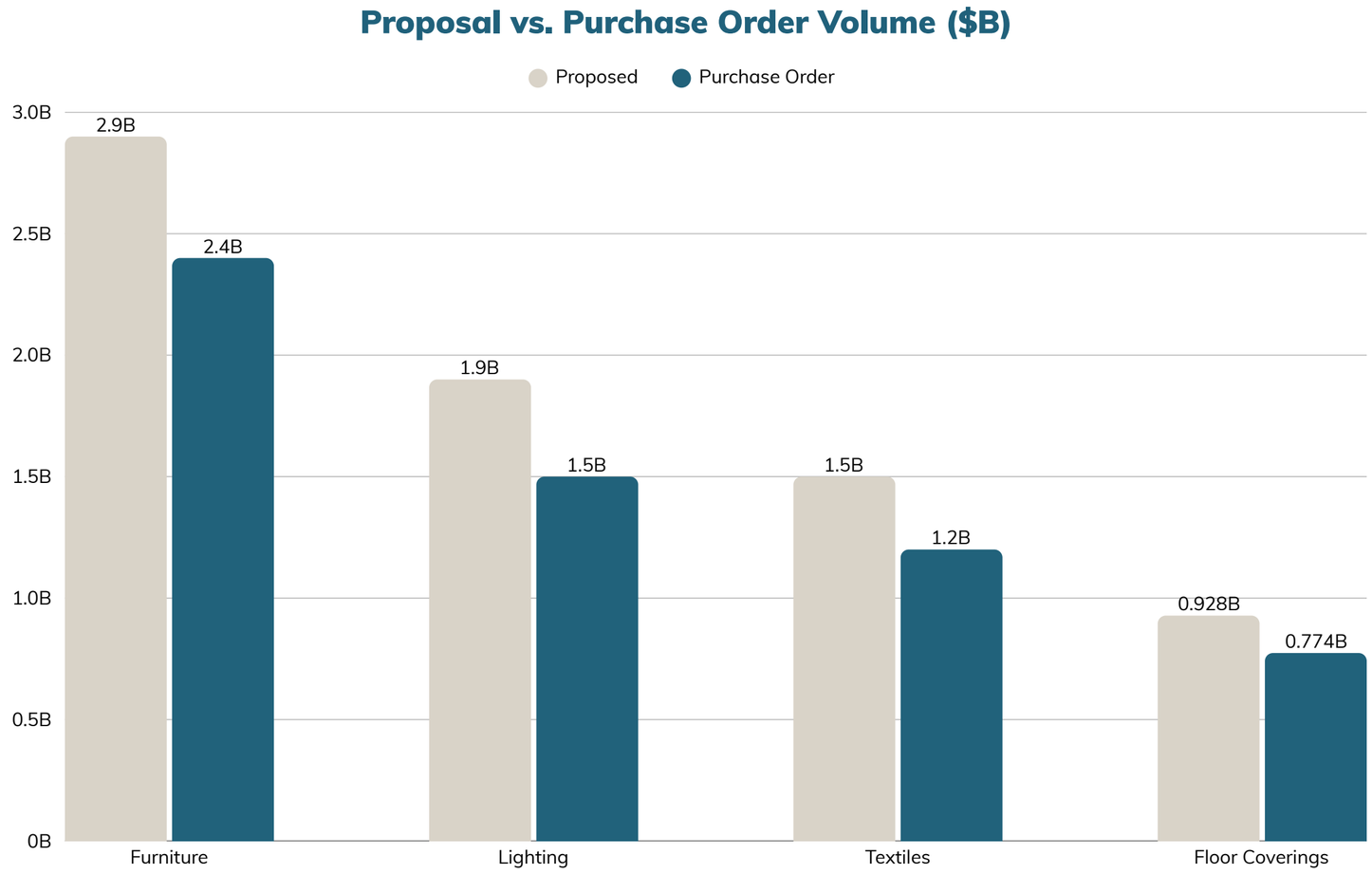
YOUR BRAND *(ILLUSTRATIVE EXAMPLE)*

#18	Overall vendor rank across all Studio Designer-tracked purchases
$42.6M	Total volume logged in Studio Designer, trailing 12 months
#5	Your ranking within the category of: Furniture
80%	Overall proposal-to-purchase-order conversion

Figures shown are illustrative placeholders for example purposes.

2026 Studio Designer Data

Overall proposal-to-purchase-order conversion by Primary Home Furnishing Category:



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2026 Anuual Membership Tiers

Emerging Brand / Artisan Member / Designer

$500 / year: For independent makers, small product designers and early-stage brands

- Member directory listing
- Access to webinars & education
- Invitations to regional events
- Community forum access

Regional Showroom Member

$2,500 / year: For well-established showrooms in major design markets, limited to 3 (LA, NY, Chicago, Dallas, Miami)

- Host sanctioned DFA events in showroom
- **Studio Designer Data limited features**
- Featured editorial + social amplification
- Direct access to top designers + specifiers
- Inclusion in national campaigns

2026 Anuual Membership Tiers

National Showroom Council

$7,500 / year: For top-tier, multi-market showrooms and flagship brands with national influence

- Direct influence on association initiatives, research, and advocacy
- **Access to key Studio Designer Data**
- Headline positioning at all major events
- Guaranteed speaking opportunities at national conferences
- Exclusive access to top 1% of designers and firms
- Custom research + market intelligence reports
- Private, invitation-only retreats with industry leaders

Design Center Membership

$5,000 / year: Owners of Design Center across US and Abroad (e.g. ADAC, The Mart, PDC…)

- **Access to limited Studio Designer Data**
- Headline positioning at all major events in their center
- Annual Event supported by the DFA and its membership group

2026 Optional Add-Ons (Across Tiers)

Event sponsorships: $5K – $25K

Research reports: $2K – $7K

Featured editorial campaigns: $2K – $8K

Private salons / curated dinners: $4K – $6K

Join DFA to be a part of the discussion about how our industry will adapt to the changes brought about by today's savvy consumers, a digitally-driven interior designer, and more aggressive retail giants. The conversation has already begun... now it's time to share your voice and be part of the change.

Visit decorativefurnishingsassociation.com to join today or email us at info@decorativefurnishingsassociation.com with questions about becoming a member.