

Dear DFA Members & Prospective Members,

It is with great excitement that I write as the new President of the Decorative Furnishings Association (DFA).

I've served as a DFA Board Member for the last few years and worked to help facilitate a dialogue amongst members and provide valuable resources on critical topics that impact our industry, including:

- Inflation and supply chain challenges
- Increasing retail pressure
- Streamlining information and improving business transactions for members of the design community
- Providing consumer access to our brands and showrooms



Meredith Xavier, Principal & Founder
The Ligné Group

Over the past few years, we've all been forced to rethink our business practices and in doing so, I'm encouraged to see how many brands have demonstrated that we can service our clients efficiently and effectively in a digital-first environment.

Additionally, I want to recognize and thank Stephane Silverman for his amazing efforts leading the DFA over the past few years. During times of evolution, it's essential to be supported by a community of innovative and enthusiastic peers who share common goals and a passion for the luxury design industry.

It's this spirit of possibility and opportunity that makes me incredibly excited and honored to lead the DFA and develop initiatives that will have a positive impact on the luxury design trade as a whole. We continue to gain momentum as an organization, and with the assistance of the DFA's new VP Jillian O'Neill and our esteemed Board of Directors, I plan to build on this foundation to help our individual businesses—and the industry as a whole—thrive even more in the coming year.

Key objectives for 2023 include:

- Double our membership base with a targeted outreach campaign and clearly defined member benefits
- Develop strategic partnerships with organizations in the industry to support DFA's education and diversity initiatives
- Create a thriving online community that encourages collaboration and sharing among members
- Continue to provide workshops and seminars—both in-person and virtually—to help members adapt and grow in today's ever-evolving marketplace

Please visit decorativefurnishingsassociation.com

to see our upcoming calendar of events, and to learn more. You can also register to become a DFA member and pay (or renew) your annual membership through the site. Please follow us on Instagram @decorativefurnishingsassoc for the latest industry news, as well as updates re: upcoming programming and events. And, if you have any questions or suggestions, feel free to contact me directly at my email address below.

Best wishes,

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