



Letter from the President
Stephane Silverman, Founder, Owner + President, CASTEL

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 address critical topics that impact our industry, including technological advancements, pricing transparency, increasing retail pressure and consumer access to our brands and showrooms.

Over the past year, we have faced even greater challenges as a result of COVID - and I am encouraged to see how quickly brands in our industry implemented digital platforms to connect and engage with a global audience. COVID has forced us to rethink our business practices and in doing so, we have demonstrated that we can service our clients efficiently in a digital-first environment.

Additionally, I want to recognize and thank Jobi Blachy for his amazing efforts leading the DFA in 2020, especially pivoting quickly to host a series of virtual workshops and seminars to help us navigate our businesses through a global pandemic.

During challenging times, it's essential to be supported by a community that shares common goals. Accordingly, I look forward to leading the DFA and developing initiatives that will have a positive impact on the luxury design trade. We have gained momentum as an organization, and I plan to build on this ground work to help our businesses thrive as we move through and (hopefully) past the pandemic. In 2021, our goals are to focus on the following strategies to ensure the continued growth of DFA:

- Double our membership base with a targeted outreach campaign and clearly defined member benefits
- Expand our benefits by creating new partnerships that deliver exclusive offers, discounts and incentives for DFA members
- Create a thriving online community that encourages collaboration and sharing among members
- Continue to provide virtual workshops and seminars to help members adapt and grow in today's ever-evolving marketplace

Please visit www.decorativefurnishingsassociation.com to see our upcoming calendar of events, and to learn more about the exciting online curriculum that we developed in partnership with New York School of Interior Design (NYSID). 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](https://www.instagram.com/decorativefurnishingsassoc) for the latest industry news, as well as updates re: upcoming programming and events. And, if you have any questions or suggestions, please feel free to contact me directly at my email address below.

Wishing you good health and success in the coming year.

Stephane Silverman

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