

At your service

Entrepreneurs carve out a niche for hyper-specialized concierge companies to service clients' always on the go.

By Styliana Resvanis



Designer Previews

Donna Paul wants to make you feel at home, and she'll connect you with the designers to make that happen. For a flat fee of \$250, she meets with clients as many times as it takes to pinpoint their budget, style and project scope. She then constructs a tailored list of designers and architects she represents and helps clients choose the perfect person for the job. "Websites can't talk to you; they can't take care of you and they can't think the way I can," says Paul, a former design journalist. Although Designer Previews was established in 1984, she took over the interior design concierge service in 2012. Since then, she's helped facilitate projects for brands such as Tiffany & Co. and residential spaces such as prewar apartments in New York City and laid-back beach houses in South Florida. "The home is ultimately our haven," Paul says. "Fundamentally, we all want whatever home we're in to be reflective of us."