

Ballard Designs' Free Interior Design Services Doubles Down on In-Home Consultations This Year

Ballard Designs supports attainable customized design services for all its customers and this year plans to double its free in-home consultations.

ATLANTA, GA, UNITED STATES, March 7, 2025 /EINPresswire.com/ -- As home decorating enthusiasm grows, many homeowners, especially those just starting out, may find the cost to hire a professional decorator to be prohibitive. The average price for a principal designer is around \$250-\$300 per hour but can range as high as \$500.

Multi-channel retailer Ballard Designs' coast-to-coast expansion for its [popular free Design Services program](#) will include all 25 of the home decor brand's retail store locations. By offering complimentary in-home design advice, the stores will empower more homeowners to tackle their own decorating projects with greater confidence.

"Expert staff designers located at [each retail location](#) will come to your home free of charge to review your space, learn about your special needs, and help you create a plan customized to meet them," reports Dominic Milanese, VP Retail for Ballard Designs. "We love great design and creating beautiful spaces where our clients love to live their lives."



Ballard Designs design consultants visit clients in home, free of charge, to assist with styling and decorating at a personal level.



Ballard Designs offers a wide selection of fabric choices and Design Consultants offer hands on advice with ample fabric samples.



Expert staff designers located at each retail location will come to your home free of charge to review your space, learn about your special needs, and help you create a plan customized to meet them.”

*Dominic Milanese, VP Retail
for Ballard Designs*

Milanese adds, “By ramping up our free in-home design consultations, we’re able to provide an elevated level of service. During an in-home visit, our designers listen carefully, and then ask the right questions, like how you plan to use the space; will you watch TV there? And if you have kids and pets, how will they enjoy it too? A beautifully designed room is one that fits your family perfectly.”

Customization is at [the heart of the Ballard Designs brand](#) and plays a huge part in its in-home Design Services program. According to Milanese, customers often come into the store looking for a sofa, but when a Ballard

designer visits their home, they may find that it’s really a sectional that’s needed.

“In-home visits allow us to tailor design solutions to fit your space and needs perfectly. Best of all, that personalized service is already included in the price of your purchase,” Milanese added.

Ballard’s In-home design consultations sometimes produce wonderfully unexpected results. Recently, a customer in Jacksonville, Florida ordered new bedding online but returned the pillow shams to her local Ballard store because the color wasn’t quite right. A Design Consultant offered to come to her home and review her existing décor to help her find the ideal bedding.

During the in-home visit, the customer shared that she was going through cancer treatment and really needed a peaceful place to heal when she got home.

“We helped transform her bedroom into a serene retreat that made her recovery a little easier,” Dominic Milanese recalled thoughtfully. “And after hearing that story, our sister brand, Garnett Hill, wanted to help too, so they sent our customer a luxurious robe, a beautiful pair of slippers, and an encouraging note. Those are the kind of moments we’re trying to create for our customers every day, especially when they invite us into their homes.”

About Ballard Designs

Since 1982, Ballard Designs® has offered a unique curation of home furnishings and décor from all periods and provenance. Its designers travel the world for inspiration, translating the latest trends in fashion, color and style into finely crafted products not found anywhere else. Ballard Designs is part of QVC GroupSM, a live social shopping company that also includes QVC®, HSN®, Frontgate®, Garnet Hill® and Grandin Road®.

Ann Bailey
Ballard Designs

ann.bailey@ballarddesigns.net

Visit us on social media:

[Facebook](#)

[X](#)

[LinkedIn](#)

[Instagram](#)

[YouTube](#)

[TikTok](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/791810428>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.