

# CANVAS **REBEL**



JULY 14, 2022

**We recently connected with Adrienne Perkins and have shared our conversation below.**

**Adrienne, appreciate you joining us today. Let's jump right into the heart of things. Outsiders often think businesses or industries have much larger profit margins than they actually do – the reason is that outsiders are often unaware of the biggest challenges to profitability in various industries – what's the biggest challenge to profitability in your industry?**

The largest challenge in profitability in the industry is designers understanding and adapting to the massive shift in product sales. When I started in the industry, designers made their living on sales and design. They were reliant upon the sale to pay for part or all of the design. With the internet and savvy shoppers, this can't be the case any

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longer. Most clients who want to be involved, will want to understand where to find their furnishings at the best price. Designers are doing the industry a disservice by concealing spec information or requiring clients purchase from them. There are professional ways of handling this issue that do not require such tactics like hiding information or enforcing a contract in order to maximize profits on a project.

**As always, we appreciate you sharing your insights and we've got a few more questions for you, but before we get to all of that can you take a minute to introduce yourself and give our readers some of your back background and context?**

I began working in the industry fresh out of college. I grew up around construction and enjoyed building projects from a very young age. I was re-designing and renovating rooms in my parents home long before I knew it was a profession. I was given permission to redesign our bathroom in my early teen years. They arrived home, surprised to find the toilet removed and in the hallway while I demolished the flooring.

I enjoyed it because I felt that even subtle changes in a space can dramatically alter how you live in your home.

I learned about the field of interior design when my aunt offered me a job working with her during my first semester in college. She was a designer, and it was then that I learned that my passion could be a profession. After a brief period as a psychology major, I began working towards a design degree. I learned the business and real world design expertise from her, and the technical skills in school. Upon graduation, I opened AMD Interiors, and I have never looked back.





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My strong understanding of construction is invaluable when working with contractors, and I continue to learn as much as I can from those trades. My initial interest in psychology still serves me well, as I love diving into the details of family dynamics in order to improve how people live their best life in their home.

## **Can you tell us about a time you've had to pivot?**

I recently moved from San Diego, CA to Coeur d'Alene, ID. The resources available in a larger city, compared to Coeur d'Alene created a serious challenge. Many of the resources and supply structures are vastly different between the two locations. The knowledge I have from 20 years of working in San Diego, has motivated me to push beyond what is available in Coeur d'Alene and

Spokane, to develop new avenues of procuring materials that best suit my clients needs.

## **What's the most rewarding aspect of being a creative in your experience?**

The most rewarding part of my job is being capable of transforming the way my clients interact with their homes. When I present an idea or concept that not only makes a home more beautiful, but creates a better life for those who live in it, I am truly fulfilled.

## **Contact Info:**

- Website: [www.amdinteriors.net](http://www.amdinteriors.net)
- Instagram: [design\\_coeur\\_dalene](https://www.instagram.com/design_coeur_dalene)

## **Image Credits**

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