

On the Bright Side

This Designer Is Trying to Save Suppliers, One Zoom Session at a Time

Genevieve Trousdale has created a platform for vendors to show off their goods

By Jessica Ritz

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AD PRO's new [On the Bright Side](#) column covers a piece of good news coming out of the design world right now. Read on for a pick-me-up!



Genevieve Trousdale runs the interior design firm Circa Genevieve. Photo: Amy Barnard Photography

The [COVID-19](#) crisis accelerated one particular aspect of interior designer [Genevieve Trousdale's](#) longstanding plans to introduce a new professional online platform. Under the auspices of her [Circaphiles](#) project, which officially launches in September, last month Trousdale sprang into action and began hosting weekly webinars called Save Our Suppliers (“SOS” for short) featuring presentations by select vendors in the industry. “During this pandemic we need to lean into each other a little more and help support the greater good,” the L.A. resident tells AD PRO of her motivation for hosting the sessions.

In lieu of spreading the word about Circaphiles through in-person events such as [Milan Design Week](#) and La Cienega Design Quarter's [Legends](#), “We just had to completely reroute our strategy and go virtual,” Trousdale explains. “It actually has been much more far-reaching in this format. It feels just as personal, maybe more.”

The SOS series' six sessions so far have welcomed creatives around the globe, with each online gathering organized around a theme or geographical location. Advance RSVP is required, but otherwise the meetings, which usually are scheduled on Thursdays, are free and open to the public. "Across the Pond" last week showcased [Fromental](#) cofounder Tim Butcher, Nicolò Favaretto Rubelli of [Rubelli](#) in Venice, and Michael Risser of [Baguès Paris](#) and [Bronzes de France](#), who all offered insight about the histories of their respective companies, along with behind-the-scenes context and details about select wares. Other webinars have included a tribute to Legends and LCDQ members, and a session dedicated to New Orleans artisans. This week's [event](#) will highlight makers from the East and West Coasts.



“SOS fills a void in that for a lot of designers, it’s hard for them to make time to see a single vendor, whereas now they can come on for 45 minutes or an hour and cover a lot of bases,” Trousdale says. She aims to curate a compelling mix of mediums and creative voices. And for the featured participants, SOS webinars empower designers and artisans “to communicate the value and quality to their client,” she believes, and in turn help interior designers educate their own clients.

Trousdale has already helped facilitate new connections in what’s become a highly fluid professional environment. Success stories included a North Carolina-based designer who wound up specifying artist [Alexis Walter](#)’s textiles for a project, for instance, as well as other leads that resulted from Save Our Suppliers.

“It’s so rewarding to hear things like that,” Trousdale says. “When the design community comes together, it shows how strong we are.”

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