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Robin Baron Design Introduces “Ask Robin,” a Personalized Video Chat Aimed at Making Decorating and Design Advice More Accessible to Everyone

NEW YORK, NY— March 11, 2021-- Celebrity interior designer Robin Baron wants to give consumers customized design advice and help them design their dream home. Robin, your stylish best friend, is on a mission to demystify interior decorating and show consumers how fun and accessible it can be by offering one-to-one consultations called “Ask Robin,” available now on robinbarondesign.com. The new service is part of Baron’s larger vision of bringing a holistic, direct-to-consumer experience to her customers.

The new service offering, *Ask Robin*, will be the first time experienced and seasoned designer Robin Baron is available for virtual consultations by the hour. Since not every homeowner or apartment dweller has the budget or project size to bring on a designer full time, this service provides customers with the same high-quality, personalized design advice from a professional at an accessible price point.

“Like having a talk with your stylish friend on Zoom, the sessions are meant to be casual, creative, fun and uplifting,” Baron says. “My goal is to tear down the barriers to working with a designer, as well as educate and inspire enthusiasts to feel empowered about enhancing their living spaces.”

Consumers are encouraged to connect with Robin for a one-time free 15-minute video chat. Baron explains, “It’s important to me that you make the best design decisions for your home.”

Ask Robin is available in 30- or 60-minute sessions, and each one is crafted to the client’s needs. Most importantly, Baron wants her customers to feel comfortable, relaxed and in their element. During these sessions, Baron will answer any design-related questions that come up, including topics relating to paint and color usage, furniture placement, space planning, art and mirror arrangement, accessory selection, and so much more. Baron understands that a comfortable and approachable take on interior design will encourage and empower people to design like a pro.

In the past year, the pandemic drove many Americans to work and attend school from home, leading them to pay much more attention to the quality of their indoor and outdoor living spaces. Still, when it comes to redecorating homes, many Americans hesitate to get the process started, Baron says. “People often are afraid to take on a room design because they fear making a mistake or spending more than they planned. It can be overwhelming to take that first step.”

The thought of hiring a designer may seem intimidating, Baron admits. However, without experience, taking shortcuts or making small mistakes may lead to bigger problems down the

road. When it comes to decorating, she says, “if you do it right the first time, it will always save you time, energy and money.”

With over 30 years in the industry, Baron has the knowledge and experience to answer any question and offer her advice on subjects simple or complex, whether it is helping to place customer’s own accessories around their room to buying a large statement piece and figuring out where to put it. Just by spending 30 or 60 minutes face-to-face with Robin, customers leave the call with a newfound confidence and inspiration in their design decisions, infused with a designer’s acumen. And for those consumers who aren’t even sure where to start, there’s an option for a one-time free 15 minute video chat with Robin.

Baron’s goal of demystifying decorating and design can be experienced throughout her website, which launched in December of last year. Robin Baron Design consists of three primary “pillars” or offerings:

- **Products:** A collection of products curated entirely by Baron, the pieces on Robin Baron Design are intended to give consumers unique and outstanding choices, the best of the best.
- **Services:** A section dedicated to providing assistance for anyone looking to decorate their home or style a new space. *Ask Robin* is the latest service added to the site.
- **Enrichments:** Tips, tricks, advice and a whole team of Resident Experts, all intended to provide consumers with practical information to make the best design choices and feel confident in their homes.

With the launch of *Ask Robin*, Robin Baron Design is now a one-stop shop for consumers interested in decorating their home and finding the inspiration, answers and guidance they need.

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About Robin Baron

Robin Baron launched her full-service design firm Robin Baron Design in 1990 after starting out in fashion design. Her unique perspectives attracted clientele that quickly grew to include celebrities and heads of major corporations. In 2018, Baron expanded her design empire with five boutique home furnishings collections, including hardware, rugs, case goods, upholstery and lighting—each designed by her. Today, Robin Baron Design includes a multi-channel website that provides a unique opportunity for designers and consumers to shop curated products with direct access to Baron’s expert advice and design sensibility.

Throughout her career, Baron has toured the country as a spokesperson and brand ambassador, inspiring industry insiders and public audiences. She enjoys interacting directly with her fans and has built a loyal following through her award-winning *Simplifying Fabulous!* blog and her multi-platform social media presence. An active volunteer in the industry and her community, Baron also serves as a mentor to many emerging interior designers.

Robin Baron Design- A place to shop, dream, and stay connected. Explore the site today: www.RobinBaronDesign.com