

LUSO DESIGN RESOURCE

Lusso, meaning “luxury” in Italian, is a more-than-appropriate name for the beautiful and exceptional to-the-trade showroom, Lusso Design Resource. Brimming with interior furnishings, finish samples and textiles from some of the world’s finest manufacturers and custom shops, the all-encompassing showroom and studio offers all of the tools needed for specifying interior furnishings. Every day at Lusso Design Resource, owners Tim Palmer and Laura Nagel rise to the unique challenges and creative opportunities each design project presents, yielding truly distinct and beautiful results. For Nagel, who previously managed luxury showrooms in the Merchandise Mart, the workroom element of the studio is undoubtedly her favorite. “The best part of our process is having plans spread out on the table and listening to the ideas the designer has in mind. It’s the exciting process of collaboration—taking those ideas and finding solutions or assisting in creating one-of-a-kind designs. It’s simply magical!” she enthuses. Palmer, a longtime representative of high-end home furnishings manufacturers, has earned a reputation for coming up with quick solutions to difficult design objectives. “Having represented our factories for so many years, it’s easy to know where to send a custom piece and who can execute it the best, and on budget,” he says. The “Lusso” factor of the showroom extends beyond its exquisite furnishings, fabrics and inspiring vignettes—the true luxury lies in its quality of service, from high-level expertise to an unwavering can-do ethos. “I love that the showroom feels like an extension of home: ‘Come in, sit down, have a snack and beverage...How can I help you?’ Palmer says.” Lusso is a warm and welcoming place for design professionals to bring their clients, and that has become the heart and soul of our business.



Tim Palmer and Laura Nagel, Owners

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“Our business thrives on the creative genius of our design partners and our ability to facilitate their needs.”

Ask the Expert

What elements characterize your work?

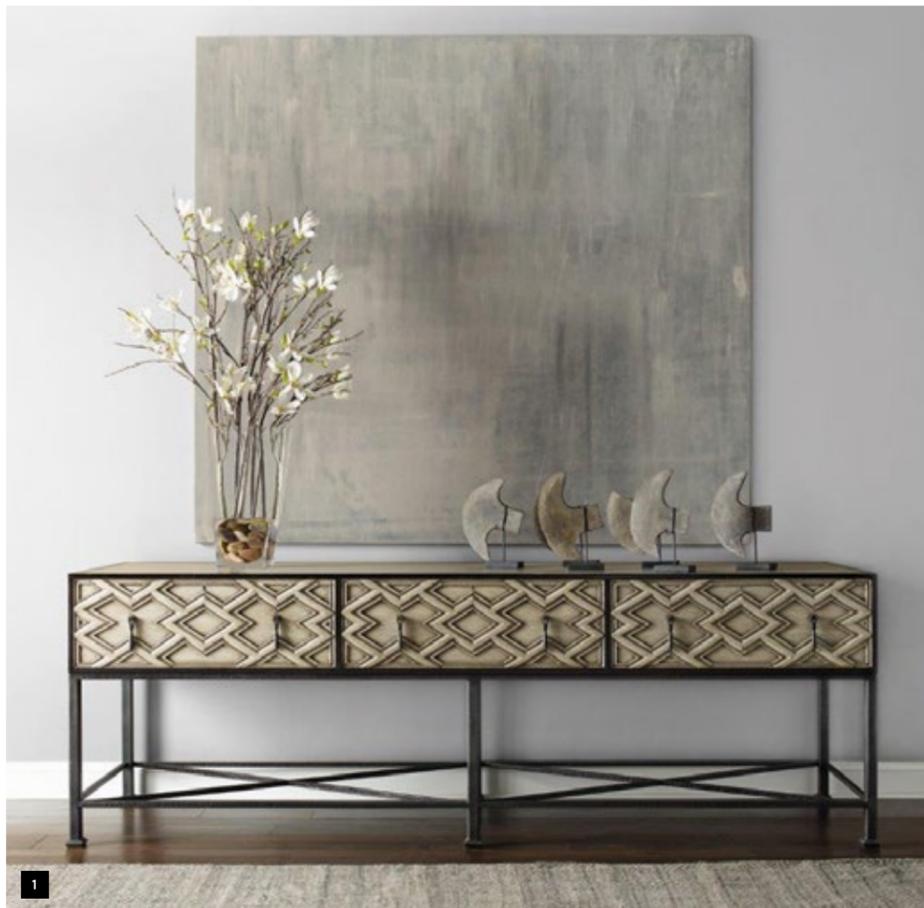
Responsive, thorough and honest. Everyone wants a project to go smoothly, without mistakes, and in the end have a customer that is delighted. Having been in this business for so long, we understand the language ... we get it!

Type of work and style your firm is most known for?

The Lusso Showroom represents an array of custom factories who are expert at one-of-a-kind builds with styles ranging from traditional to contemporary and anywhere in between. Our business tends to be more project based than piece based because we offer a variety of casegoods, upholstery, lighting, rugs and fabrics.

What inspires you?

Two things: Our design clients. The talent of our design community never ceases to impress us. Second, representing such competent factories and custom shops that bring complex design ideas to fruition.



1. Alfonso Marina’s Girona Refectory Table is a showstopper! Possibly the finest old-world craftsmanship employed in the industry, Alfonso Marina demonstrates harmony in design and proportion. **2.** Stanford Furniture and Abner Henry Fine Furniture are two of the custom lines Lusso represents. Chicago’s own Marshall Erb Design created these pieces shown, offering sumptuous comfort, Cambria surfaces, raked metal and supple leather details. **3.** Lusso Design Resource is located in Chicago’s West Town. The Kinzie Industrial Corridor is home to their brick and timber loft trade showroom. Lusso is casual yet sophisticated, and filled with natural light. **4.** While showcasing each of the lines they represent, the showroom offers a perfect setting for client meetings. The studio is stocked with finish samples, textiles and all the tools for specifying interior furnishings.