



Trade Haven

With singular service and resources, **Interior Trade Cartel** helps designers enhance the San Antonio scene

Once considered a secondary market, San Antonio is following in the footsteps of cities nationwide, attracting the attention of young professionals and, with them, their design sense. For Peggy Zettner, president of Interior Trade Cartel (ITC), the shift in the city's demographic shows most prominently in the pieces that clients—interior designers—are seeking.

"San Antonio has really grown," she says. "Our multiline showroom brings as many design resources to the area as possible to serve every style."

From its founding in 1997, ITC has kept service at its core. Staffed by a team of professionals who offer both industry experience and product expertise, the 10,000-square-foot showroom is stocked with fabrics, furniture, lighting, and more. Exclusively serving the trade means designers have access to bespoke pieces from vendors worldwide, whether sheer linens from France or toucan-print wallpaper from the U.K. Partnerships with Hunter Douglas® and Novel Fabrics, among others, have led to changes in industry standards and regional resources.

Forming close relationships with designers is key to curating a showroom tailored to diverse aesthetics while providing innovative products. "We listen to our designers to understand what they're looking for and what's selling," says Zettner. "Over time, we get to know their taste and keep it in mind when we go to market."

In ordering singular pieces and vetting each upon arrival, ITC is broadening the region's aesthetic sensibilities and eliminating the stress of product procurement.

"We help designers provide beauty," Zettner concludes, "and it's always great when we can make their job a little easier."

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CLOCKWISE FROM TOP LEFT: Vibrant and eye catching, bright hues add visual interest to a space. Abstract artwork contributes to a moody atmosphere. Warm tones and natural elements work in harmony to bring the outside in. Eclectic accents showcase the power of playful geometry. Peggy Zettner, President. Photos by Art Hosley, Jr. — Art1Media.