

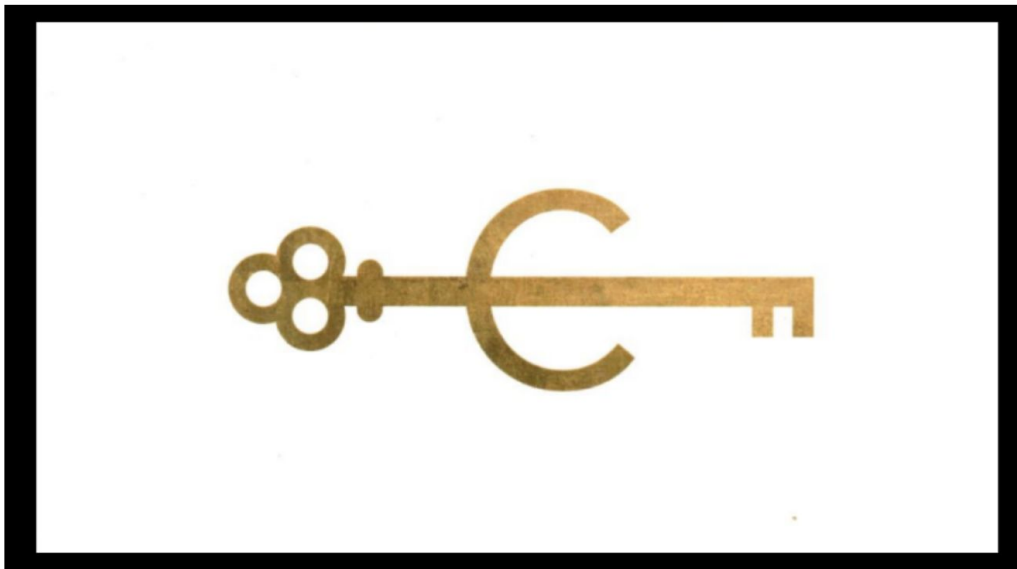
INDUSTRY

Designer Genevieve Trousdale launches Circaphiles

A new private trade-only community provides sage advice, education, and vetted sources



Jane Dagmi // Editor in Chief • October 29, 2020



Circaphiles' key logo

When an interior designer brainstorms a new idea for the industry, it is usually because said designer could not find what they desired and turned the void into an opportunity. Such is the case with Genevieve Trousdale, founder of [Circaphiles](#), an exclusive trade community designed to be “a designer’s right hand,” a central, credible and positive space for established designers, up-and-comers and students to connect with their peers and makers on multiple levels.

Today at 4 p.m. PST, Circaphiles officially goes live. An hour later, champagne will flow at a trade-only Zoom launch party.



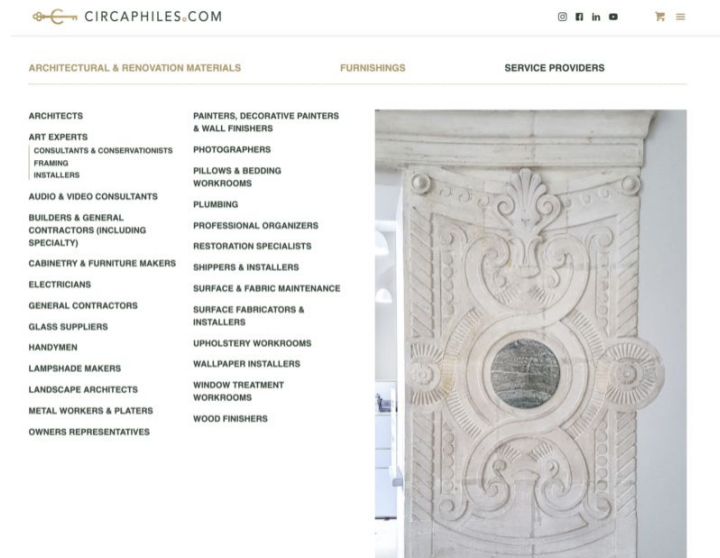
Trousdale photographed by
Amy Barnard

“Launching a company of this scale has been a challenge, yet a welcomed one,” says Trousdale, a Los Angeles-based luxury residential interior designer, who, before opening her own firm, [Circa Genevieve](#), worked with Timothy Corrigan, Michael Berman and Suzanne Rheinstein. “I gathered the right people on my development team and we drove it home with grace and sparkle. Knowing that I will be helping so many designers and ultimately clients keeps me going.”

Circaphiles is a private vetted community where each member is called a keyholder because, as Trousdale alludes, the key unlocks the door to trade secrets and insider information that members can’t get elsewhere.

“We are accepting professional, full-time interior designers with at least one multi-room project that has been professionally photographed,” says Trousdale regarding criteria for membership. “Members also need to have a collaboration over competition outlook and a willingness to share in an effort to better the industry as a whole. You can’t just sign up with a resale number or even a business license.” For a solopreneur, the cost of an annual membership is \$500.

Trousdale has already received early membership requests from designers and will be distributing invitations to accepted designers on Friday. They will join a roster of notable keyholders who are considered ambassadors of the platform. These aesthetes include former bosses Corrigan and Berman, Michelle Nussbaumer, Ron



A portion of vendor categories.

Woodson and Jaime Rummerfield, Zoe Feldman, Margaret Ash, Laura Hodges, Michel Smith Boyd, Angela Harris, the gals at Pulp Design Studio and the guys at FORM Design Studio.

The first phase of Circaphiles, cognizant of COVID-related realities, is all about virtual connecting. The site includes a chat space, educational opportunities, a library of templates and worksheets, proprietary “What I Wish I Knew” guides, and access to a network of resources that range from tiny ateliers to fabrication specialists to artisans and big names in the industry. Of the latter, Trousdale explains, “These vendors were discovered, tested and recorded in a rudimentary spreadsheet during my 15 years of experience on projects across the globe. Ambassadors and contacts within our design network have also referred wonderful tradesmen.” And in the spirit of Yelp, designers leave vendor reviews.

Students enrolled in a collegiate accredited design program can also join with proof of a current transcript. They have their own chat room and message boards, separate from the pros but will be privy to a shared hiring/resume board. Membership fees are \$42 for two months.

When travel is safe again, Trousdale plans to release more benefits and content including a master class series. "In my humble opinion," begins Trousdale, "I think the greatest part about Circaphiles is that it will be built upon by every single professional and student member."

Join us at the party tonight, sponsored by Scalamandre and hosted by Galerie editor in chief, Jacqueline Terrebonne. Trousdale says everyone in the trade is welcome and there will be lots of games and prizes. You can register [here](#).



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Jane Dagmi is Editor in Chief of Designers Today.