



IDS Charlotte Partners with LBH & Co. PR to Drive Awareness of Designer Showhouses

CHARLOTTE, NC (October 24, 2019) – The Interior Design Society (IDS) of Charlotte is pleased to announce a partnership with Georgia-based public relations and communications agency, LBH & Co., to activate a strategically-layered publicity plan that will drive awareness and generate overall interest in, and press coverage of, the IDS 2020 Charity Showhouses.

“Upon launching the IDS Charlotte Showhouse project, we established the need for a communications agency who could help us spread the word beyond our partner network, to help generate more awareness that would ultimately lead towards a larger positive impact on the charities we are supporting,” said Starr Miller, co-chair of IDS Charlotte Showhouses. “By partnering with an agency who has experience with traditional media, social media and influencer relations, we feel confident that our reach will be significantly greater.”

The partnership between IDS Charlotte and LBH & Co. launched in October 2019 and will continue through the opening of the Showhouses in March 2020.

“We are fully invested in the success of the Showhouses and look forward to spreading the word not only about the charities these endeavors support, but also the local network of builders, designers, and vendors who are making this all possible,” remarked Lauren Hopkins, founder and principle of LBH & Co. PR. “By activating a layered communications plan that includes local news media and regional influencers, we’ll generate ongoing conversation on various platforms, helping encourage support and attendance.”

The IDSCLT Showhouse organization is chaired by Audrey Clawson and co-chaired by Starr Miller. Cathy Barkley, Wendy Fennell, Jill Franklin, Linda Griffeth, Jennifer Haahs, Jody Kurtz, Anna Morris, Kyle Ray, Zachary Wheeler, and Laurie Simons serve on the Steering Board. For more information about the houses, please visit www.idscltshowhouse.com. Follow @interiordesignsocietyclt and @homedesigndecor_charlotte on Instagram for inside previews and event highlights.

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ABOUT THE INTERIOR DESIGN SOCIETY OF CHARLOTTE

The Interior Design Society (IDS) is an independent national organization composed of more than 2,000 members. One of the country’s largest design organizations dedicated to serving the residential interior design industry, IDS embraces four core values—professionalism, community, influence and growth—and believes this IDS showhouse event will be a tangible reflection of these values.

ABOUT LBH & Co. PR

LBH & Co. is a boutique public relations and communications firm specializing in the products,



stories and talents of noteworthy lifestyle brands and entrepreneurs rooted in the South. We're proud to collaborate with a carefully curated list of clientele, driving awareness and brand growth within their unique industries. From fashion and beauty to destinations, interiors and art— we believe in applauding beautiful brands with well-told stories and thoughtful partnerships.

ABOUT HOME DESIGN & DECOR

Home Design & Decor magazine is Charlotte and the surrounding areas' premier interior design publication, dedicated to showcasing the best in design. HD&D serves as the definitive guide to the city's style with its unparalleled coverage of local designers, artisans, premier shops and restaurants, galleries, showrooms, and inspiring residences.