



FOR IMMEDIATE RELEASE

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Riverside Designers Named Designer Liaison for Charleston Custom Cabinet Maker

Charleston, S.C. – Two of Charleston, S.C.'s home décor experts have announced a strategic alliance. [Riverside Designers, Inc.](#), located at 11 Isabella Street, has been named "Designer Liaison" for [William C. Pritchard Co., Inc.](#), one of the area's most esteemed cabinet makers.

As Designer Liaison, Riverside Designers' owner and principal designer, Jennifer Ferrell, will help guide William C. Pritchard Co. clients through selections of style, color, finish and hardware, and communicate the clients' preferences to Pritchard's manufacturing facility to ensure the client's vision is perfectly executed. Clients include home owners, architects, contractors and other designers. Ferrell will be trained by Pritchard staff and will be accepting up to four consultations per week with Pritchard clients.

"This collaboration is very exciting for us and will certainly add to my knowledge base in interior design and construction," notes Jennifer Ferrell, owner and principal of Riverside Designers. "I am proud to say that I have used William C. Pritchard cabinetry both in my own home and many of my clients' projects. I have always been extremely pleased with the quality of their construction, and I love that their cabinetry is completely fabricated here in the Charleston area."

"Pritchard's use of a CAD-CAM program is as impressive as their workshop," Ferrell continues, "and as a designer, I appreciate that they can design and build cabinets for truly any space. Too, their finish sets their work apart from any other cabinetmakers because it is as practical as it is beautiful."

"Being able to collaborate with Jennifer from Riverside Designers allows us to provide top service to our customers and clients. From the beginning, we can ensure that the whole design process is integrated with the client's style and the aesthetics of the environment in which the cabinets will ultimately be installed and enjoyed," states Phil Mansker of W. C. Pritchard & Co.

Custom cabinetry from William C. Pritchard, Inc. has been featured in numerous publications, including *Beautiful Homes*, *Kitchen and Bath Ideas*, and *Charleston Home & Design*. Pritchard's showroom is located at 3750 Savannah Highway and is open to clients and prospective clients by appointment by calling 843.889.1313.

About Riverside Designers

Riverside Designers, Inc. is a very seasoned interior design firm with a progressive, ever-youthful spirit. Serving more than 1,500 clients since 1975, Riverside is the most established interior design studio in Charleston, S.C. A team of professionals led by principal designer and owner Jennifer Ferrell bring more than 50 years combined experience and award-winning interior design to serve Riverside's clients. All are members of the American Society of Interior Design (ASID). Think signature style infused with a fresh take on classic, timeless looks, and you have the trademark for which Riverside Designers has built its business, one client at a time, for the past 35 years. Learn more by visiting www.riversidedesigners.com or calling 843.377.2600.

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