



A ONE-NIGHT ONLY
AFFAIR WITH DECOR.

A YEAR-ROUND
MISSION.

DESIGN ON A DIME

MAY 5, 2026

STORIED

547 W 26th Street, NYC



Design on a Dime

Design on a Dime (DOAD) 2026 will be a one-night affair bringing together the biggest names in design to create a magical home décor showcase and New York City's one-of-a-kind design sales event, all to benefit Housing Works and its lifesaving services.

Each spring, a broad assembly of designers and brand sponsors join together to curate individual model rooms – or “vignettes” – styled with décor items donated by hundreds of leading home brands, designers, dealers, and galleries.

Vignettes start out as displays of stunning interior design during a VIP preview before turning into shoppable galleries where every treasure is offered for sale at vastly reduced prices, up to 80% off retail, with all sale proceeds to fund the housing, healthcare, and advocacy programs of Housing Works.

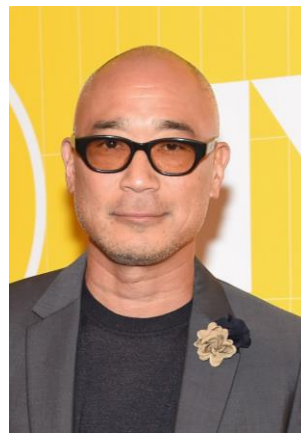
[Click here](#) for images from DOAD 2025.





Event Leadership

Design on a Dime 2026 is chaired by leaders in interior design including **Rayman Boozer, Jamie Drake, Cliff Fong, Elissa Grayer, Young Huh, David Kaihoi, Charlotte Moss, Joy Moyler, and Miles Redd**. In addition to these visionaries, the event is annually supported by some of the biggest names in décor, fashion, entertainment, and philanthropy.



A New Look and Model

With a fresh look for its 21st year, Design on a Dime will feature new and returning designers, unique installations, dynamic partnerships, and a new location. A notable part of the West Chelsea Historic District, Design on a Dime's new venue, **STORIED**, previously served as Annie Liebovitz's home and studio and Cedar Lake Contemporary Ballet's studio.

As part of this new look, Design on a Dime 2026 will feature a highly-curated and select group of 20 vignettes.

Each vignette space will contain \$80-\$150K worth of in-kind merchandise and help raise a minimum of \$20,000 for Housing Works through a combination of cash sponsorship and merchandise sales.

Storied | 547 W. 26th Street | NYC 10001



Exclusive Partnerships

Sponsors showcase creative, impactful displays of their brand's signature style and preeminence, all before an appreciative audience of nearly 1,000 home industry professionals and passionate décor aficionados. Sponsorships can be customized to further partner's image, interests, and company goals.

Custom Vignettes

Feature your brand in a customized 10' x 10' or 20' x 10' vignette during Design on a Dime (includes opportunity to collaborate with a designer).

Housing Works' Window Activation

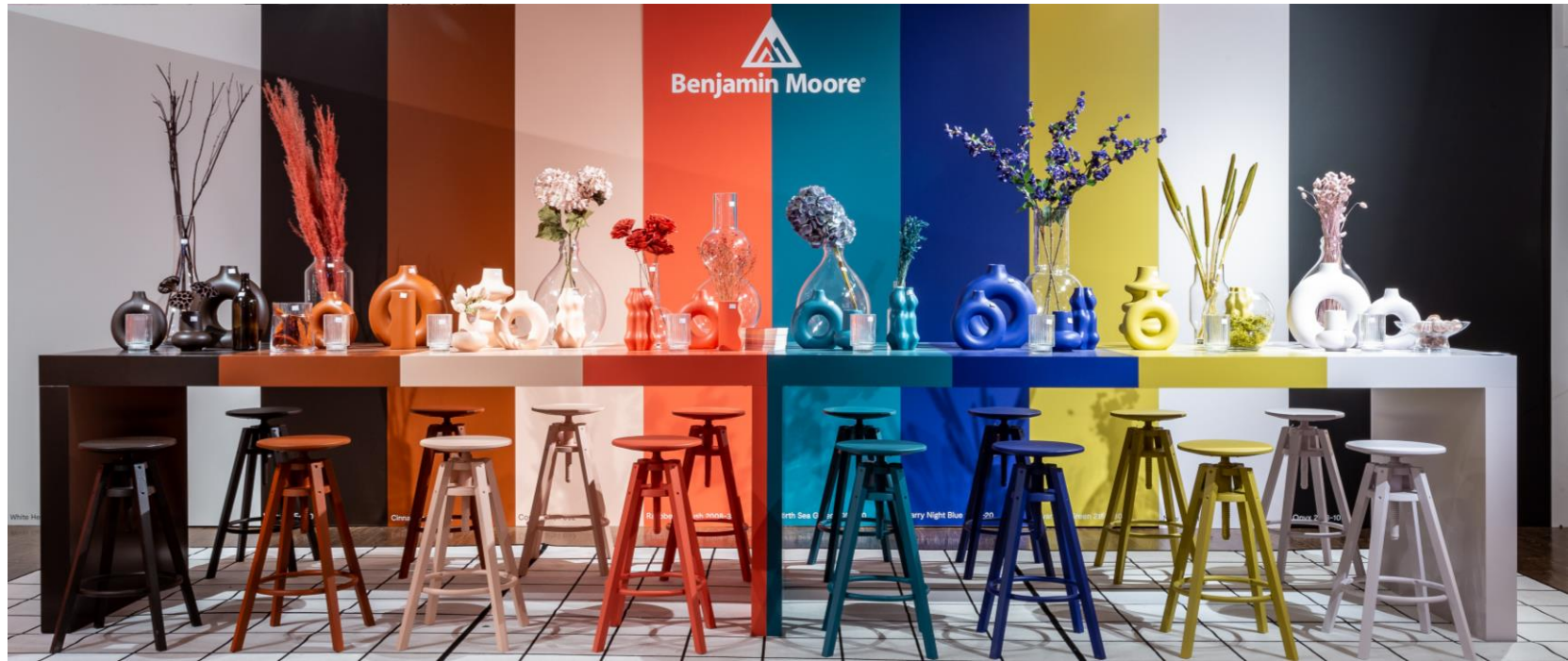
Partner with Housing Works Thrift Shops on a branded window activation pre- and post-event.

Experiential Activations

VIP lounges, product give aways, photo opportunities, and creative engagements.

Digital Customization

Exclusive eblasts to 70K+ followers and social posts to 60K+ followers, digital auction and sale opportunities.



Branded Vignette

\$10,000 - \$35,000

Showcase your brand in a stunning custom vignette in collaboration with a designer or as a solo feature. Pricing varies based on floorplan and featured salable product, ensuring your sponsorship fits your goals and budget.



CUSTOM OPPORTUNITIES

Centerpiece Vignette \$35,000

Position your brand at the center of the event with a high-traffic, branded space. Showcase your brand where it matters most. **Only one available.*

Branded VIP Lounge \$25,000

Create an unforgettable experience with a premium, VIP lounge for attendees to relax and engage. This exclusive space will feature prominent branding, offering unmatched visibility. **Only one available.*

Gallery Platform \$20,000

Gain unique exposure with a branded gallery platform. Displayed items can remain on-site during the event and be sold on your platform or Housing Works' eShop, extending your reach to a digital audience. **Only one available.*

Custom Bar \$15,000

Showcase your brand in our featured bar area with customized bar signage, décor, and potential product giveaways. **Only one available.*



2026 Sponsorship Benefits

Benefit	\$50,000 (Presenting)	\$35,000	\$25,000	15,000	\$10,000	\$5,000
Naming Rights: “Presented by”	✓					
Speaking moment during welcoming remarks.	✓					
Vignette or activation in centerpiece location.	✓	✓				
Logo on Step-and-Repeat	✓	✓	✓			
Logo on Volunteer t-shirts	✓	✓	✓	✓		
Opportunity for vignette space or onsite activation.	✓	✓	✓	✓	✓	
Press Release Mention	✓ (top billing)	✓ (top billing)	✓	✓	✓	
Social Media Post Highlighting Partnership (60K+ followers)	✓ (dedicated post)	✓ (dedicated post)	✓ (dedicated post)	✓ (dedicated post)	✓ (group mention)	✓ (group mention)
Logo on Event E-Blasts (70K+ subscribers) Logo on Event Signage & Website	✓	✓	✓	✓	✓	✓
VIP Tickets	30	25	15	12	10	6



SELECT PREVIOUS PARTICIPANTS

This is just a handful of the 600+ designers and dozens of sponsors who have participated in the event over the past two decades.

Designers

- Alessandra Branca
- Apartment 48
- Archive by Dan Mazzarini
- Brian J. McCarthy Inc.
- Charlotte Moss, LLC
- Chrissy Ritter
- Corey Damen Jenkins
- Danielle Colding Design
- David Kleinberg Design Associates
- De La Torre Design Studio
- Foley & Cox
- Ghislaine Viñas
- HALDEN Interiors
- Jason Saft x Staged To Sell Home
- James Huniford
- J. Cohler Mason Design
- JDK Interiors
- Jeremiah Brent
- Joy Moyler
- Kerri Pilchik
- Ken Fulk
- Leyden Lewis Design Studio
- Mark Cunningham Inc.
- Matt Blacke Inc.
- Nate Berkus Associates
- Neal Beckstedt Studio
- Nick Olsen Inc
- Pappas Miron Design
- Peter Pennoyer Architects
- Philip Gorrivan Design
- Richard Mishaan Design
- Redd Kaihoi
- Robert Couturier Inc.
- Robert Stilin
- Rodney Lawrence Inc.
- S.R. Gambrel, Inc
- Tina Ramchandani Creative
- Unionworks
- Villa & House
- Yellow House Architects
- Young Huh Interior Design

Sponsors

- 1stDibs
- Aerie
- Baccarat
- Beatrice Advisors
- Benjamin Moore
- Bergdorf Goodman
- Bloomingdale's
- Brown Jordan
- Brunschwig & Fils
- Chairish
- Charlotte Moss
- Classic Sofa
- Dune
- E.S. Klufft
- Eric Gensler
- Four Hands
- Gilead Sciences
- Hearst Media
- Hermes
- Highline Construction
- Incollect
- Kaplowitz Group
- Kering
- Kravet
- Macy's
- Marc Phillips Rugs
- Muji
- New York Design Center
- Oka
- Paramount
- Piece of Cake
- Ralph Lauren Home
- Schumacher
- The Rug Company
- Tito's Handmade Vodka
- Warner Bros. Discovery
- West Elm

2026 Event Times

Monday, May 4

12PM - 11PM: Vignette Installation

Tuesday, May 5

1PM - 4PM: Designer Open House

Designers, sponsors, press, and guests are invited to view and document the designer vignettes.

5PM - 6PM: VIP Preview

Top-tier ticket buyers, designers, sponsors, and invited guests preview vignettes prior to shopping.

6 PM – 9 PM: Ticketed Shopping Reception

(onsite movers are available to contract for guests who purchase merchandise).



How Your Dollars Work

Healthcare

Housing Works provides primary and behavioral healthcare for 15,000+ low-income and unhoused New Yorkers, with 140,000+ visits annually at little or no cost to patients.



The organization has six community healthcare clinics across NYC staffed by providers specializing in HIV healthcare, substance-use disorders, and treatment of chronic illnesses. In 2024, two new world-class health clinics opened in Hell's Kitchen and Harlem. By reducing barriers to care, Housing Works is ending AIDS and saving lives.

Housing

Housing Works is the nation's largest supportive housing provider for individuals living with HIV.



With 700+ units of housing across NYC and 200+ currently under construction, the organization leads the way in providing our most vulnerable New Yorkers with the housing stability needed for successful HIV treatment. Housing Works also operates multiple temporary shelter properties with hundreds of beds and linkage to long-term care.

Advocacy

Housing Works' grassroots advocacy helps local efforts to secure funding for healthcare and housing assistance and national and international efforts to end AIDS.



Recent victories include the restoration of HIV funding originally cut in the New York City FY25 budget and taking legal action to protect a SUNY student suspended based on harmful HIV stigmatization.

Event Contacts

Sponsorship & Ticketing

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