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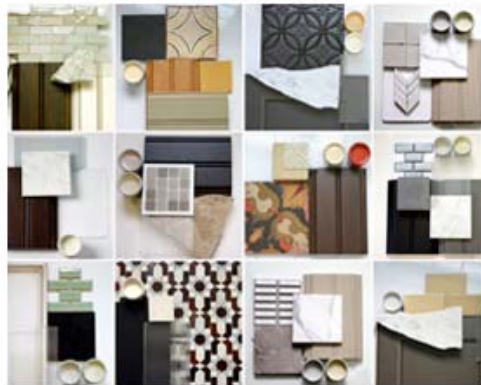
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Prefab(ulous)

Ready-made design kits and virtual guidance are streamlining interior design

Young consumers are expressing a growing interest in home decorating, a practice once relegated to moms and marrieds. Following the recent explosion of **web-based interior design content**, a bevy of virtual decorator and design-in-a-box services have emerged, playing to Gen Y's desire to simplify the design process (and cut costs) without sacrificing their personal aesthetic.



Design in a Bag: Anyone who's wandered through aisles of paint swatches can attest to the overwhelming prospect of starting a renovation without expert help. **KitchenLab's** clever Design in a Bag service offers a solution: design **starter kits** for kitchen and bath, priced upwards of \$60. Users can search within **modern**, **classic** and **vintage** styles, and cool, warm, and neutral color palettes, to find their desired kit, each of which contains countertop and tile samples, paint swatches, layout renderings, and a comprehensive shopping list. The service gives pointed guidance within the customer's preexisting design preferences, and—an added bonus—cuts

down the probability of breaking into tears in the middle of Home Depot.

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