

What inspired you to start your business and how long have you been here?

Fredman Design Group has been designing luxury interiors for 40 years. 350West is an ever-changing collection of the extraordinary and contains the best of what our interior designers find in their journeys across the globe. Since we are inspired as much by giving back as we are by curating unique items, 50 cents from every purchase goes directly to Designs for Dignity (D4D).

Why is it important to support independent business in our city?

Local independent businesses are invested in the fabric of their community and their commitment helps to retain the character of the neighborhood in which they reside.

What is on the horizon for independent retail?

Small retailers have to differentiate not only through highly curated items but also through service and attention to detail.

Name the top five products in your store.

1. Neroli Nights Candle—A fine fragrance for luxury living, our sensual scented candles from Collection 350 are a sweeping favorite.

2. Swoon Glassware—Rolling glasses paired with a weathered wood tray is sensory perfection!

3. Walnut Slide Tray—The walnut tray with a polished stone cheese board adds glam to any occasion.

4. Hubbard Table Runner—An artisanal splash of color and lots of texture for every table.

5. Classic Street Signs—A handsome finishing touch to accent your home or business.

Have you had any high profile shopper through the years?

Danica Patrick is a frequent and loyal shopper at our Chicago headquarters and we are her biggest fan. We also love to see Channing Tatum come by when he's in town.

350West & Fredman Design Group

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