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By: [Mad Vine Media Financial Content](#) via [News](#) | [Top US PR News](#) March 31, 2015 at 05:00 AM EDT

Perla Lichi Design Takes Interior Design to a New Level with Catalogs.com's Dynalog



[What's This?](#)



Perla Lichi Interior Design unveils its new Dynalog interactive digital catalog powered by Catalogs.com to showcase its impressive portfolio of interior design samples to clients around the world.

(PRWEB) March 31, 2015

From Dubai to Miami, **Perla Lichi Design** transforms the mundane into the magnificent. Thanks to an innate sense of what belongs—and what doesn't belong—Perla Lichi has an impressive client roster that includes royalty, famed athletes and entertainers; she also works with physicians, attorneys and entrepreneurs across the globe.

For Perla Lichi's clients, interior design samples are best appreciated with slick visuals they can flip through to find inspiration.

The problem? Traditional catalogs simply aren't an option for creatives with evolving portfolios. They're not cost-effective, and they don't grow with the creator's body of work. Websites often come up short because they can be costly to update; DIY-types need to possess more than a little tech expertise to manage them in-house, too.

However, **Catalogs.com's Dynalog** is changing the way online retailers and now interior designers are sharing their work histories and portfolios. The Dynalog is a fully interactive, branded catalog that's purposefully designed for online and mobile use. Businesses are free to upload products, services and other content as often as they'd like, giving users a fresh look at new inventory.

“When we created the Dynalog,” says Richard Linevsky, co-founder of Catalogs.com, “we wanted to help users get past the awkwardness of using PDF catalogs. Studies have shown that readers engage more with interactive content—in fact, they want content they can explore—so we built the Dynalog to meet their needs.”

Studies have indeed shown that passive content, such as that found in traditional catalogs, isn't as effective as interactive content. According to **Kapost**, interactive content is 23 percent more likely to educate buyers; 33 percent more likely to set one brand apart from the rest; and 21 percent more likely to be shared by email and across social networks. Further, interactive content is 34 percent more likely than passive content to generate conversions.

The Dynalog combines visuals with in-depth interactive content so readers can shop, browse and compare

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catalog items (or, in Perla Lichi's case, portfolio photos) on PCs, tablets and smartphones.

For companies like Perla Lichi Design, the fact that they can update photos any time, add text and link directly to their website from the Dynalog gives them a significant advantage. Perla Lichi's team can update and send their branded interactive catalog anywhere in the world within minutes.

"Our high-end interior design business is really not a 'catalog-type' business," says Janet Verdeguer, Director of Marketing for Perla Lichi Design, "[but] we love our Dynalog," says Verdeguer. "[It is] so easy for people to use. By clicking on any photo, they can see more pictures, request more information or ask us specific questions about their own design project. The Dynalog gives us a way to showcase our products and services to a whole new audience."

Perla Lichi finds that her clients enjoy Dynalog's versatility, particularly when they need something tangible before the initial face-to-face meeting. Her personalized Dynalog includes samples of her work in Mediterranean, neoclassical and French Provençal décor, as well as inside peeks at ultra-modern homes in Dubai lined with wall aquariums and so much more.

While the Dynalog has already gained traction among major retailers, this foray into the creative market is fairly new.

"We didn't realize how much potential the Dynalog had at first," says Linevsky. "Now we're seeing it used in everything from traditional retail applications to interior design portfolios. We built the Catalogs.com brand when the only options were paper catalogs and unresponsive, flat PDF catalogs, so it's really been an adventure to see where our clients are taking the Dynalog."

About Catalogs.com

Since 1996, shoppers have universally recognized **Catalogs.com** as a trusted shopping portal. The comprehensive Catalogs.com website and newly launched Dynalog dynamic catalogs for desktop and iPad, feature over 740 major and specialty retailers, and provide shopping access via web, iPad and mobile phone platforms.

For the original version on PRWeb visit:

http://www.prweb.com/releases/catalogscom/perla_lichi_dynalog/prweb12619251.htm

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