



Inside Out

“**L**ast summer,” Karen said as she tore off a corner of her scone, “a client of mine introduced me to a successful clothing accessories company that sold product primarily through retail outlets. They were looking for someone to update the look of their website, which had an e-commerce store. I think a lot of designers would have started to spit out prices, but how do you put a value on something as vague as updating a look? So I began to ask them why they wanted to update their