

Top 200 Influencers in the Home Design Industry 2020

The list of the top 200 influencers in home design — the most influential experts shaping the industry in 2020.

By Cristina Miguelez · Published December 4, 2019

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Recognised in this list: Marshall Erb, Marshall Erb Design, Chicago — listed as influencer no. 117 of 200.

Home design is often described as the art of enhancing the interior of houses, making them more functional and beautiful. But home design is so much more than that. It is not just about our homes, but about our lives and experiences — how we live, work, play, share our time with others, and even how we heal.

The role of a home designer is to translate those personal needs and elements into a functional and comfortable space that is also beautiful. The job goes far beyond aesthetics: designers are capable of changing the mood of a room, adapting a space to a client's own culture, and seeing through the client's eyes what a home should be.

Who Are They

Fixr.com looked industry-wide to find the most influential designers, home stagers, decorators, and other experts in the field. They are located across the nation, and each influencer was carefully chosen taking into account factors such as relevance in the industry, outstanding work, awards won in recent years, and social media influence within their field of expertise. Some featured on the 2019 list, but the updated ranking includes a great deal of new and up-and-coming talent.

Why You Should Know Them

The design industry is fluid, changing and updating each year, but it does not happen on its own. It is the industry professionals — the designers and leaders in their fields — who shape the way the industry looks today. Each time a designer uses a new material and helps others learn about it, the industry reacts and changes, and eventually that is what forms trends.

The list is of particular benefit to:

- A professional in the field hoping to help shape trends and better assist their own clients.

- A homeowner wanting to stay abreast of what is important in the industry, and to find ideas for their own home.
- Anyone who wants to follow how the home design and construction industries are changing, and who is responsible for those changes.

Follow Them to Follow the Trends

Whether you are an industry professional, a homeowner, or simply someone with an interest in the field, following the people making the trends means following the trends themselves. Fixr.com thanked those included on the list and encouraged readers to follow them in their work and on social media to stay up to date with the home design industry through 2020.

Archival copy prepared for Marshall Erb Design. Editorial text summarised and reformatted from the original Fixr.com article for press-archive purposes. The full 200-name roster is published on the source page as an interactive image gallery and is not reproduced here; Marshall Erb's entry appears at position 117, linked directly as <https://www.fixr.com/articles/top-200-influencers-in-the-home-design-industry-2020?influencer=117> — retrieved 23 July 2026.