

PATRICIA GIFFORD CROCKER



Starting out as a student at the Institute of Design in Chicago, Patricia Gifford Crocker, ASID, President of The Patricia Group, focuses on all aspects of interior design.

Patricia believes the most important job of an interior designer is to be an interpreter for the client.

“Any designer who imposes their taste on you, only offers only ‘look,” says Patricia. “If a designer has the correct training and credentials, he or she will be able to interpret the taste and style of the individual client and bring it into reality without violating the rules of fine design.”



Most people know what they want or can describe the feeling they want to have when they enter that room. Once that has been conveyed and a few pertinent design questions are answered, the project begins to take form. The client ends up with the project they dreamed of.

Patricia always maintains that the client is right.

Like other successful corporations such as Neiman Marcus and Marshall Field’s, The Patricia Group believes the client is always right. And, as the motto of Marshall Field’s goes, ‘Give the lady what she wants,’ we too give the client whatever they ask for.

This dedication to quality and commitment to service allows The Patricia Group to be counted among the most successful design firms in America.

“There is a common myth that interior designers are too expensive and not necessary,” say Patricia. “Actually, a designer helps people save money by preventing costly mistakes.”

The Patricia Group is dedicated to working in partnership with the client to ensure that timeless quality design will be achieved.

This partnership usually becomes a lifetime relationship.

“Our relationship with our clients is like family,” says Patricia. “We have a renewal or reunion about every five to six years as their different stages in life evolve and change. I get the call, and we roll out the blueprints and start our journey on the new project.”



The firm employs two Senior Designers, one Design Assistant and two administrative personnel. Elizabeth Cody, Allied Member ASID, Senior Designer and graduate from the Art Institute of Dallas has been with the firm for three and one-half years. Elizabeth is commonly referred to as “Patricia’s right arm”. Her expertise and attention to the details keeps every project running smoothly.

The Patricia Group

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