

WINTER

2016

Key Trends



PASTELS



GLAMOUR AND GOLD



INDUSTRIAL WORKSPACE

# LOUISA JANE INTERIORS



## Newsletter February 2016

Having just graduated at the Interior Design institute, Covent Garden I am really keen to market my new business as an interior designer. A great way to do this is with a quarterly newsletter where I share with you current trends, top decorating tips and new design ideas.

The best thing about interior design for 2016 is that there are so many brilliant ways to show case an interior its possible to inject style and personality in to any space. There really is something for everyone.

Home Staging is an aspect of design that is very popular in the southern hemisphere and something I am very passionate about. For this reason I wanted to share with you my Top Tips for Home Staging and how it could help you.

**“If you love something it will work. Thats the only real rule.”**

**Bunny Williams**

# HOME STAGING

The concept of Home staging was created as it became evident that the way you live in your home is very different to the way you sell your house.

In recent years evidence has shown that a staged house sells twice as quickly and for c. 6% over the asking price (Coldwell Banker US Study).

Gaining the expertise of a professional to prepare your house for sale can not only reduce the stress and length of time your property is on the market it will also ensure it stands out against the competition and make it easy for buyers to visualise themselves in their new home.

## TOP TIPS for Home Staging

**De clutter** You want the Buyer to be able to imagine themselves living in that space so remove excess kids toys, tidy the cupboard under the stairs and remove items that don't belong. The space also needs to be de cluttered so there is ample space to move around the less 'stuff' the bigger and lighter the property feels and the more attractive to the potential buyer.

**Clean** your property should be clean and well maintained in order to appeal to the majority of the market. If your carpets are thread bare take them up, it is much better to have bare floorboards with a nice rug than worn carpets that scream years of neglect! Deep clean the kitchen, bathrooms, doors and light switches etc... Clean the windows and curtains. Open the blinds and draw back the curtains to let as much natural light in as possible. A house that looks loved will more likely be loved!

**Rearrange** the furniture. Think about the layout of each room it, it needs to be welcoming and inviting. There needs to be movement and fluidity within each area, its vital that you can move freely and that there is ample floor space. Buy new cushions or throws to lift a room Use focal points like a fire place or bay window to enhance each room.

**Identify** the target market for your property. While you want to appeal to the majority it is often the price bracket or number of bedrooms that attracts a certain audience. Once this has been identified its possible to dress the house with this in mind. For instance a young family will want a dinning area, space to play, a clean and safe garden.

This is just a brief outline, theres so many quick and affordable ways to ensure your house is ready for the open market. If I can help you any way please feel free to contact me.

Featured on  houzz

## Favourite Retailers.....



Atkin and Thyme are fairly new kids on the block but have a great collection of affordable key pieces to up date your home or workspace. I love the velvet chairs and quirky console table.

**SPECIAL PROMOTION**  
CODE 10% off use LJ10 at the checkout.



Vintage Collector are a local business based in Sunbury. They house some amazing one off pieces at great prices.