

my interior stylist

An Innovative Approach to Interior Styling –
my interior stylist Launches New Website, www.myinteriorstylist.com
press release january 2008

my interior stylist is proud to unveil a brand new company website today, heralding the presence of a serious competitor into the burgeoning home staging market.

The brainchild of former TV executive Zoe Brewer, **my interior stylist** aims to offer stylish design solutions to homeowners and businesses throughout the capital, whether they are looking to inject some style into a lacklustre bachelor pad, stage their property development to maximise its sales potential or even project manage an entire renovation or interior redesign. As a small company, they pride themselves in being able to offer a variety of services individually tailored to suit an array of budgets, and will undertake everything from standard "makeover" jobs to styling office Christmas parties, and even staging a TV-style surprise makeover for a housewife courtesy of her husband.

Already a flourishing industry in America and Australia, the concept of property styling was established in the UK in the late 1990's in the form of the channel Five television series House Doctor, headed by ubiquitous American interior-designer-turned-home-stager Ann Maurice. This led to the birth of the House Doctor Network, comprising an ever-growing British army of home stagers trained under Ann's watchful eye (Zoe included). The industry's massive growth in the UK was even noted by the Yellow Pages earlier this year, who have now added a 'home staging' category to their directory after public demand.

Now, however, savvy homeowners are realising that home staging services also provide a highly cost-effective design service for those staying in their properties as well as staging for selling. Targeting this new consumer group has proven key to **my interior stylist's** success thus far. By offering a unique, boutique-style service to suit almost any budget (prices starting from just £150 for a two-hour property consultation), **my interior stylist's** policy is to provide their clients with the most effective design solution to match both their needs and their budget, as opposed to pushing for them to spend beyond their means.

"Rather than blindly stripping a property and starting from scratch, we actively seek to work with our clients to reuse their existing furniture and accessories as much as possible, blending them seamlessly with new items and décor. This not only helps keep costs down but also ensures each property has a unique individuality that no amount of money can buy," states Zoe. Keen to keep their carbon footprint as low as possible, this eco-friendly approach of reusing, renovating and restyling also eliminates wasteful unnecessary landfill.

As well as servicing private and professional clients, including showhome developers, hoteliers and event organisers, **my interior stylist** also offers its services as a unique gift package. Perfect as a wedding present, Christmas gift or as a token gesture to help a new homeowner, clients can either purchase **my interior stylist** gift vouchers or simply buy a design service as a gift outright. Drawing from Zoe's television background, services can also be arranged as a surprise, TV-style makeover whilst the homeowner is away from the property, providing a truly memorable gift.

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my interior stylist limited

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Notes to Editors

- High resolution images are available on request.
- **my interior stylist** is based in north-west London but are able to work anywhere throughout London. Works farther a field will be considered subject to individual circumstances.
- As experts within the fields of property and interior styling, **my interior stylist** are happy to contribute soundbites, top tips and anything else relevant to editorial projects relating to these areas.
- **my interior stylist** welcomes commissions wide and varied in nature, but to help customers establish what services would suit them best, a range of standard services has been created. These include:

MY HOME – home staging and property styling services for homeowners

- **Home Staging** – stage your property for resale to gain the optimum result
- **Home Makeover** – give one room or your entire property a new look
- **New Home** – help set up your first property or harmoniously merge belongings and styles when moving in with a partner
- **Home Interior Redesign** – a more comprehensive, full design service
- **Special Occasions** – styling for special events such as a 50th birthday party or romantic valentine's dinner

MY BUSINESS – styling solutions for property developers, hoteliers and corporate events

- **Showhomes** – dress your development to help buyers visualise the space as a home
- **Rentals** – stage your property for the optimum rental return
- **Hotels** – give your hotel or B&B a fresh new look without breaking the budget
- **Estate Agents** – by pooling resources, we can help sell your clients home quicker with the potential of adding serious value
- **Event Design** – styling for company events, exhibition spaces and seasonal styling

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