



Interior Design BRIEF



INTREPID DESIGN
STUDIOS

CLIENT BRIEF

A young professional with a stellar career trajectory but intense work schedule, bought a new-build property in Virginia that needed furnishings and lighting.

She sought Suzanne's expertise to create an environment that "breathed." One that would let her mind rest and enable her to "be in the moment."

She drew inspiration from ephemeral observations: a flickering fire, the shadows of light through trees, tactile natural textures, and the calming tension between voids and masses.



CONCEPT



This client envisioned an elevated aesthetic with a pared-down "California Organic" look characteristic of designers such as Michael Taylor, and brands like Verellen, Minotti, or Restoration Hardware.

Alas, she feared her budget for a custom sofa didn't align with the price point of these brands.

Additionally, she wanted to sit in the sofa prior to purchase, which rules out custom options unless we could find a showroom nearby for her to test her options,.

And finally, and this was a big challenge in 2022, she wanted the sofa delivered within six weeks.

CONCEPT



We provided the client with suggestions for sofas and other seating with similar appearance and seat feel, as well as cabinet, counter stools, lounge chairs, and a sisal rug at a mid-range price.

Given that lighting is the jewelry in the room, and has such a profound affect on how we feel (and look) in a space, we encouraged the client to invest in design, even if purchases needs to be paced over time.

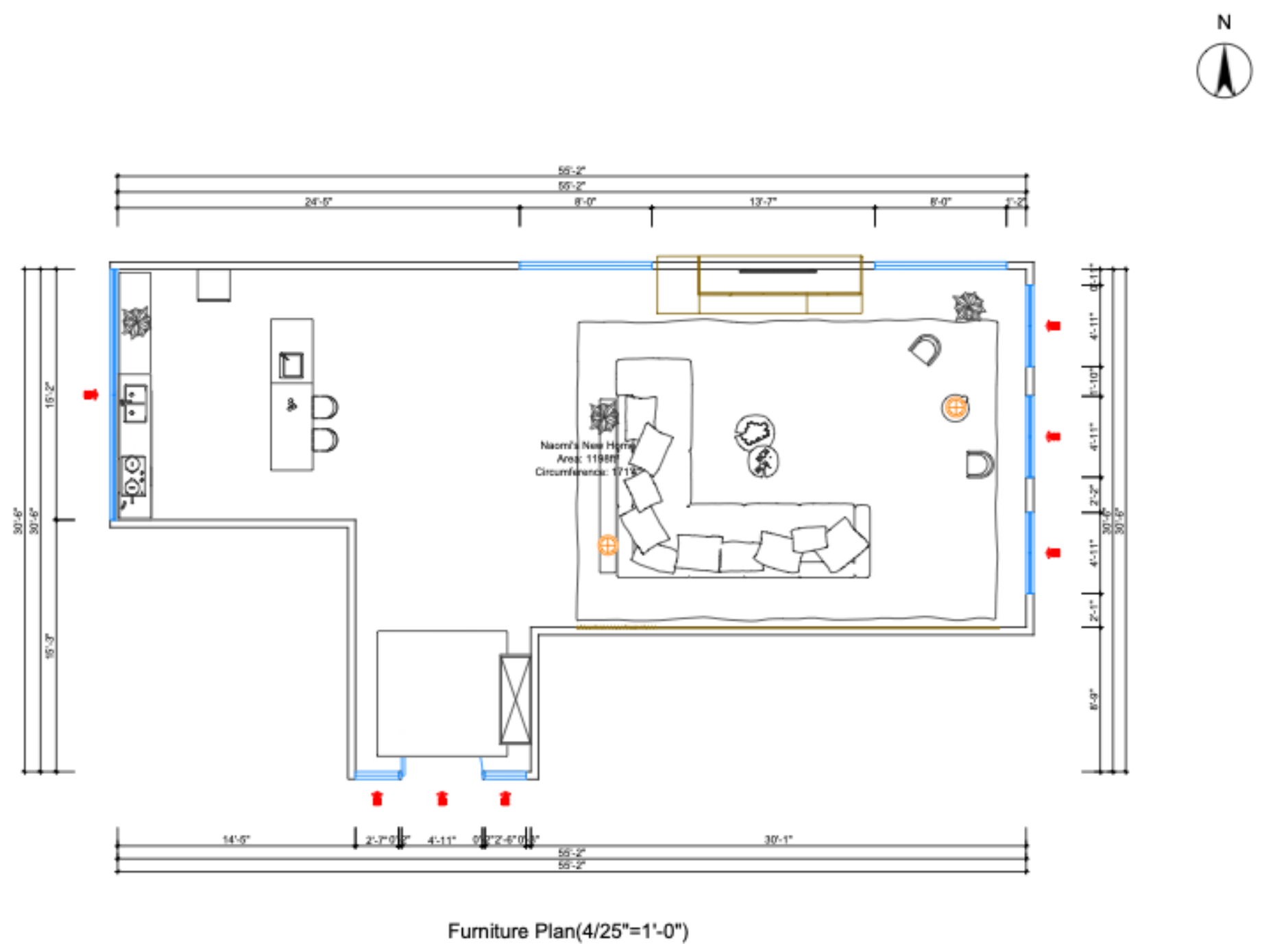
We helped the client understand the construction of sofas to help inform her priorities. Oftentimes, the custom sofa initially has a higher price point due to the quality of materials and construction which results in greater durability and comfort.

If the client planned to live in the house for more than five years, then it might be more economical to cry once, instead of crying over and over again with replacement sofas. However, given the light use of the sofa, a short term sofa might suit her well while she saves to purchase what she really wanted.



FURNITURE PLAN

CHECKLIST



Entry

- Cabinet
- Rug
- Two sconces
- Chandelier
- Mirror

Living

- Sectional sofa
- Two club chairs
- Coffee table
- A side/drink tables
- A large rug and an entry rug
- Lighting: a chandelier and table lamps.

Kitchen

- Island counter stools

PLAN PROPOSAL

The client opted to purchase a look-alike model of the Restoration Hardware "Cloud" sectional as well as all of her other furnishings from mid-range retailers. She achieved the stylish look she wanted within budget.

The client "splurged" on trade-sourced lighting which provided the luxury, unique, elevated look that would have long term investment value for the home moving forward.

AND, she invested in procurement support to gain peace of mind knowing that I would organize all of the details of purchasing, tracking, and resolving issues thereby enabling her to benefit from time savings, trade relationships. and industry knowledge.



PROCUREMENT

Prior to placing the order on the client's behalf, we researched and communicated through our trade representatives to create itemized source lists, that included customization options, price, availability, and alternatives.

Unfortunately, retail quotes can often take longer to produce (we are dependent on them to deliver these to us before passing onto our clients) and the speed of inventory change is high. This means that what was available yesterday may be out of stock today because their turn-over is massive and the inventory systems are pegged to estimates not live-time realities.

From procurement through to successful delivery, we track in-coming, 3rd party, and freight forwarded shipments, and alert sources when delays occur in order to gain understanding (and hopefully resolve the matter) as well as relay that information to our clients.

In this case, everything but the sofa arrived as planned. However, the sofa (sectional) arrived with a broken ottoman and one of the sectional pieces was delivered in an entirely different color and fabric than what was ordered.

Naturally, after waiting for several months for the sofa, the client was upset. Although we were able to quickly replace the broken ottoman, unfortunately it took an additional six weeks to "rush-order" a correct replacement sectional piece. Then, after it was delivered to the warehouse, it was "lost" for a while prior to white glove delivery. Again, we worked behind the scenes to leverage a quick and effective solution.

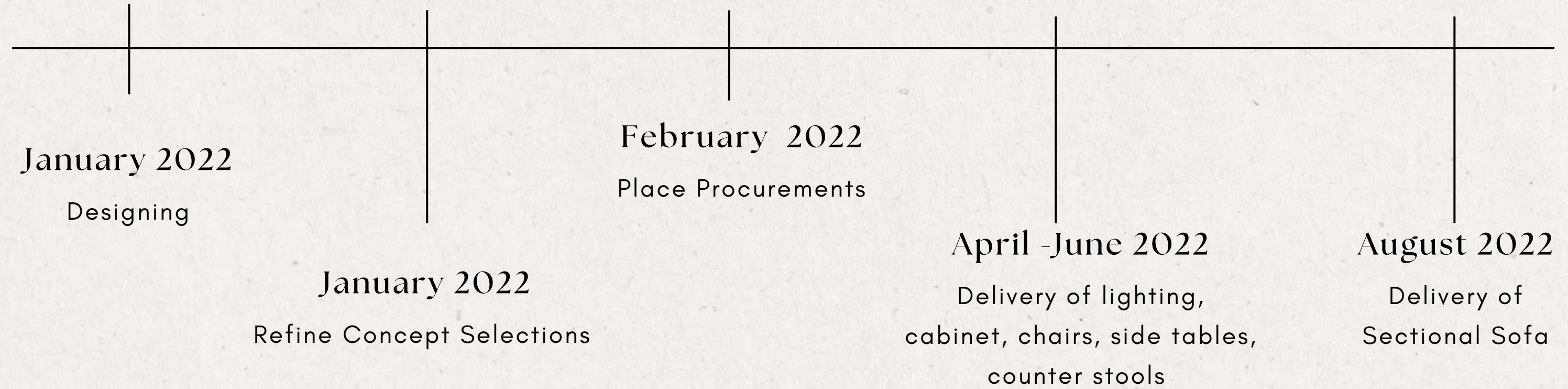
Finally, we advised the client to request "compensation" for time and duress, and she received a gift card that enabled her to select decorative planters that were not in her budget previously.



BUDGET

Interior Design	\$1,000
Lighting	\$6,000
Furnishings	\$16,000
Rugs	\$2,000

TIMELINE





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