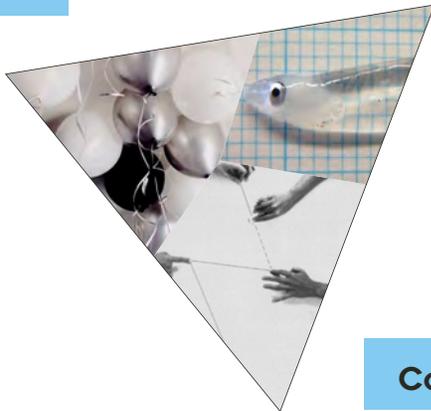


What are we about?

We are about you. Instead of deploying a particular style, we approach the interior design process differently. During your entire process, we remain engaged with you and your space, transparent about how we operate and connected to the design community.

Engaged

Collaborative
Adaptable
Enjoyable



Transparent

Fair
Honest
Understandable

Connected

Knowledgeable
Approachable
Resourceful

Engaged: We designed our design company around your needs, not what we thought looked cool. We don't believe in a "house style." Egoless. We are responsive and responsible. We work with our clients collaboratively so that we create the right space for them, adapting to their needs & preferences and making the experience as enjoyable as possible for them.

Connected: We are aware of current trends and new developments in the design industry. In addition to being knowledgeable about how to create the perfect interior, we have the resources within the New York community of vendors, craftspeople and builders to see the project through. We are engaged not only in the design process with our clients but in the larger design community.

Honest: We are transparent about our fees our markups* and communicative throughout the process. This is an intimate relationship and trust is important. We explain the design process as best we can and update our clients frequently avoiding intimidating "design speak."

* There are none ;) and this is important because it fundamentally changes the way we do business. We *never* have an incentive for suggesting a higher priced item -- or indeed a new item when we believe we can work with what you have.

Relentless Creative: Every project is unique and we are constantly striving to create the home our clients aspire to live in on their budget. We never dial it in. Instead, each project is an opportunity for us to engage with the client, to flex our creative muscle by collaboratively creating an amazing interior. You inspire us.

What do we do?

We are an accessible interior design service focused in New York city with plans to grow in other large urban areas. We believe that the proliferation of lifestyle blogs, TV shows and design focused content have increased consumer demands for aspirational interiors. Meanwhile, social networking outlets such as Instagram, Pinterest and Facebook have amplified the rate in which these spaces are shared.

Our aesthetic is personal to each client. It is the result of understanding them as individuals. Our audience is looking to tell their story through unique interiors that they feel represents their personality and shares their story. Moreover, through design we facilitate the experiences they want to have in their home.

Previously, our target audience may not have considered hiring an interior designer for financial reasons and the perception that interior design service are more appropriate for the wealthy and/or home owners. We aim to change that perception. Our hourly interior design consultation services are targeted towards individuals, couples and young families from 28 - 45. Our demographic believes in our brand message and is not seeking a "house style." Instead, they want a custom designed home at an accessible price point.

Whether the project is maximizing space in a 250 sq foot studio or decorating a three bedroom loft, we offer the flexibility to meet a range of needs through a diverse work force, hourly billing and no initial "design fee." We do not mark up goods; instead, we allow our clients access to trade programs sharing our discounted prices. This is a differentiator we are proud of, it means we have no reason to up-sell.

Our rate for services under 10 hours, for example: include color consultation, styling or other small projects, is \$150 hour while the rate for services over 10 hours is \$125. As previously mentioned, we pass on our designer discount savings directly to clients which helps offset the cost of our fee. Discounts range from 5% - 25% saving clients an average of 10% of their total budget which typically covers 1/2 of our fee.

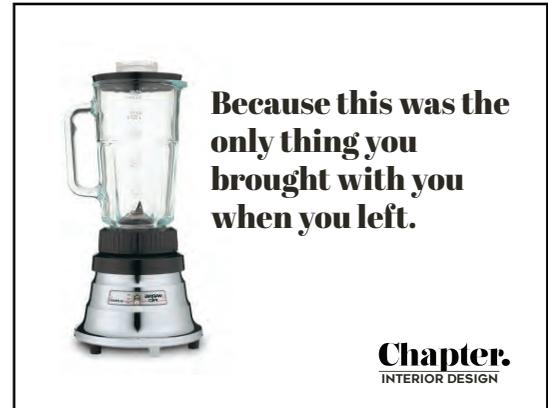
Our designers are all professionals with at least 5 years of working experience and degrees from some of the top ranked design programs in the US and abroad. Many of our designers are freelancers, thus available on weekends and evening which aligns with our consumer needs. They all share a desire to create unique interiors for the dynamic and diverse range of people that call this city home. Above all, we believe that someone's home should embrace their narrative.

In case your browser is having difficulty displaying the images for questions 8 & 10, please see below.

8. Please rank the following brand messages in order of preference -- 1 being the best. (Photography currently a placeholder for similar imagery)



10. Please rank the following adverts in order of preference -- 1 being the best. (Photography currently a placeholder for similar imagery)



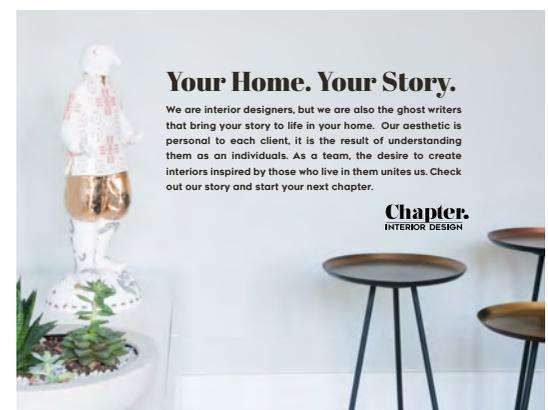
Single object, humerus copy. Imagery not of interiors



Traditional interior photography showcasing a room without a person.



Relaxed photograph of a room including the person who lives there.



Interior photograph and description of the brand and services offered.