



THE *Style* SCOUT

design day experience

# I'D LOVE TO LEARN MORE ABOUT YOUR PROJECT



Thank you so much for your interest in working together. This guide provides details about our Design Day service and what you can expect during the process. We can't wait to learn more about your project!

## *What's Inside:*

- About Alia Yahia-Bosworth and The Style Scout Designs
- The Design Day Process
- Investment
- Budget Range
- Communication
- Frequently Asked Questions
- Next Steps

# WE DO THINGS DIFFERENTLY

The Style Scout designs focus on out-of-the-box, modern design ideas that increase your home value. Alia Yahia-Bosworth breaks the traditional interior designer mold bringing over 20 years of style and design experience as a top NYC Fashion Editor (ELLE, Vanity Fair) and as a trusted interiors expert. Her speciality is transforming basic, bland and spec into modern, standout spaces.

Her unique Design Day service was created specifically to give you access to her years of top style experience and creative direction without the full service design timeline and pricetag. Alia will custom create a roadmap for your space via a high-quality design plan you can feel confident implementing on your own as your schedule and budget allows.

It would be our pleasure to partner with you to create a beautiful space that reflects your style and meets your needs. You'll have the support of our team throughout the service so you can enjoy a fun and exciting design experience.

THE STYLE SCOUT



# OUR DESIGN DAY PROCESS

## 01 | Getting to Know You

Before we officially start your project, we'll ask you to share important details so we can better understand your design style and lifestyle.

*This phase includes:*

- A detailed design questionnaire we will thoroughly review prior to your design day
- A review of your inspiration images to better understand your style and goals
- A simple measuring and photography guide so we can create floor plans and visualize your space



# OUR DESIGN DAY PROCESS

## 02 | Your Design Day

### *Schedule:*

A portion of your total design time will be spent working together in your home (design day), and the remainder will be spent behind the scenes selecting specific pieces and elements for your design plan (design planning).

### *This phase includes:*

- Up to 2 hours of uninterrupted in-home or virtual design time
- Hands-on professional design expertise
- Assistance with prioritizing your goals
- Tackling as many design challenges in the room(s) you've identified as we can in our time together

THE STYLE SCOUT



# OUR DESIGN DAY PROCESS

## 03 | Design Plan Development

*This phase includes:*

- Behind-the-scenes design time sourcing products through select retailers
- Comprehensive digital design plan detailing the recommended furniture and accessories
- Specific designer suggestions and tips for designing your space
- Virtual design presentation
- Anything else we covered during our session!

*Timeline:*

The Design Plan is typically delivered by email within seven business days of your session.



# OUR DESIGN DAY PROCESS

## 04 | Designer Support

*This phase includes:*

- A thirty-minute follow-up call to answer any questions about your design
- Re-selection of up to 2 items if requested within 2 days of design presentation
- The Style Scout Resource Guide

*Support Period:*

Once you've received your design plan, we'll be here to make sure your questions are answered so you can implement the design. A thirty-minute follow-up call is included. This is a great time to ask questions or request clarification about the items in your plan.

THE STYLE SCOUT





# INVESTMENT

## Design Day Investment/ Fee (per room)

The investment for this service is \$3500 per room + 10% of your furniture budget to source retail items (furniture, art, accessories, lighting).

\*\*\*Your design plan will include live links to suggested furniture/decor per the budget you share and per the design plan. You are responsible for ordering.

## ADDITIONAL ADD ON SERVICES

Design Plan Labor Execution : \$2k fee + budget for labor

- Alia will hire and manage team executing design plan (painting, electric, carpentry)
- does not include any ordering of furniture, art, accessories or lighting (client will be provided live links to place online orders and must purchase on their own)

Install/Room Styling (3 hours). \$1k

- When all the items you ordered have arrived, book Alia to come back to style your room layout, place accessories & set-up your room perfectly!



# BUDGET RANGES

Below is a range of typical pricing. The recommended furnishing budget for the Design Day service (per room) is \$4,000-\$25,000. You will also want to budget for subcontractors/labor you will hire to complete the work (paint, electric, carpentry, etc.) recommended: \$2,000-\$15,000 (variable depending on room, size and final design).

SOFA	\$3,500-8,000	KING BED	\$2,000-5,500
SECTIONAL	\$4,800-10,000	QUEEN BED	\$1,500-4,200
LOUNGE CHAIR	\$700-6,000	TWIN BED	\$1,300-3,000
OTTOMAN	\$500-3,000	NIGHTSTANDS	\$500-3,000
COFFEE TABLE	\$600-3,000	MIRROR	\$500-2,000
TABLE LAMP	\$250-1,100	PILLOWS	\$100-450
FLOOR LAMP	\$300-2,000	ARTWORK	\$600-10,000+
CONSOLE TABLE	\$1,000-6,000	RUNNER 3x8	\$900-3,500
AREA RUG 9X12	\$2,000-15,000	CUSTOM DRAPES*	\$1,500-5,500+
DINING TABLE	\$1,900-10,000	OFF-THE-SHELF DRAPES*	\$1,000+
DINING CHAIRS	\$500-2,000	BLINDS*	\$275+
BUFFET	\$1,000-3,000	DRAPERY HARDWARE*	\$200+
CHANDELIER	\$400-5,000	WOVEN SHADES*	\$350+
BAR STOOLS	\$400-1,500	ROMAN SHADES*	\$850+
KITCHEN PENDANTS	\$500-1,500	SHUTTERS* per window	\$300+
		WALLPAPER	\$4-\$20 a sq. ft. depending on quality/type, not including install)

# COMMUNICATION

Communication is key to designing a space that is perfectly you!

We'll use email to communicate and provide updates on the status of your project so you always know what to expect. Your scheduled thirty-minute follow-up call will ensure you feel confident implementing the design plan on your own.

*email*    *ALIA@THESTYLESCOUT.COM*

*hours*    Monday - Friday 9-5 EST

*support*    *SEVEN DAYS*

THE STYLE SCOUT



# FREQUENTLY ASKED QUESTIONS

## WHAT IF IT'S NOT MY STYLE?

The Design Day is a quick turnaround limited service, and the more details you share about your preferences in your questionnaire and inspiration images, the more likely we will be able to nail your design on the first try. Sometimes we'll include a few options if we see several that could work; other times, we'll provide what we believe is the best option for your space.

In the event you'd like additional options, we recommend using our suggestions as a reference for style, size, color, pattern, finish, etc. as you find something more to your liking.

## WHERE DO YOU SOURCE ITEMS? WHAT IS YOUR MARKUP?

We source retail items based on what you share in your design questionnaire about your budget and the look you are hoping to achieve. The traditional interior design model is based off marking up furniture. It's not transparent to the client and often designers mark up trade pricing by 30-60%. We believe in transparent pricing and finding you the best retail pricing. Our sourcing fee to put together the best of the best is 10% of your furniture budget.

## HOW DO I ORDER?

We will share links and you'll handle the ordering and tracking on your own.

## CAN YOU RECOMMEND A SUBCONTRACTOR?

The Design Day service doesn't include any coordination of subcontractors or project management, but we can make suggestions for local subcontractors for your project. You would then be responsible for requesting quotes and contracting with them directly.

## WILL THERE BE AN INSTALLATION?

The Design Day is a limited service and does not include installation. You'll be able to reference your design plan, your digital design presentation, and our emails during your support phase to pull the room together with all the items suggested.

## ADDITIONAL ADD ON SERVICES

Execution Coordination and Oversight: \$2k fee + budget for labor

- Alia will hire and manage team executing design plan (painting, electric, carpentry)

Install/Room Styling (3 hours). \$1k

- When all the items you ordered have arrived, Alia and asst. will come to direct room layout, style accessories & room and set -up

## NEXT STEPS

We are honored to be considered for your project and would love to learn more about your home. The next step from here is to schedule a twenty-minute phone call so we can talk more about your goals, budget, and timeline to make sure our Design Day service is a good fit for your project.

Email us at [alia@thestylescout.com](mailto:alia@thestylescout.com) to schedule your complimentary call.

We look forward to talking with you soon!

Cheers!

*Alia*

THE STYLE SCOUT

