

# The interior stylist

**Karin Rosendorfer's** intrinsic European chic will ensure your property looks its very best when presented.

## What is an Interior Stylist?

An Interior Stylist usually consults on all aspects of the interior, starting from selecting the right floor coverings, wall coverings (i.e. colours, special effects, wallpaper), window dressings (i.e. curtains, blinds, shutters), furniture and furniture placement, lighting, artworks and artefacts.

## Is this a relatively new service?

The service was formerly called Interior Decoration and has a long-standing tradition. Most people still think of curtains and window dressings when they refer to this profession.

## How does an Interior Stylist differ from an Interior Designer?

This similarity in name suggests that these professions are alike. However, there is a big difference. The Australian "Interior Designer" actually has a uni degree in Interior Architecture by international standards and is concerned with the structural side of things.

## Have you noticed a rise in the number of people engaging the services of Atmospheric Living?

Yes, and I do spend time explaining to potential clients what the service

a set working rule: "Only keep what you believe is truly beautiful or truly practical."

## How do you create street appeal when styling properties?

The most important factor is again the selection of the right colour scheme, which should take the surrounding houses into account, the landscaping, directional aspect and, most importantly, the period of the home.

## Smell is an important factor in the overall impression of a property. What is the importance of 'good smells'?

People do not want to move into a musty house or one that smells of dogs, etc. Fresh flowers are always nice and an old trick for selling is placing some drops of vanilla essence into the oven or having freshly brewed coffee in the kitchen.

## Are there any simple styling/design rules that transcend all of your projects?

Be true to a style. Many things look great in an interior design shop but then back at home, out of context, they usually do not look all that great any more.



## Is home styling affordable?

Yes, it definitely is. Investing in a consultation will help a client avoid expensive mistakes in the first place. Sourcing via a stylist who has direct access to good quality manufacturers, importers, wholesales and tradesmen will not only result in a well balanced home, but also in a significant cost advantage overall.

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comprises. There is still a widespread misconception about the service provided, as well as the costs.

## What are the main advantages of styling a property when selling?

One aspect of the buying decision is always emotional. So if the potential buyers walk into a place and feel "at home" they will be more likely to buy or more willing to spend a little more than they initially wanted to. It's this emotional appeal the stylist can help create.

## Do you work with existing furniture or do you style with brand new materials and furnishings?

I work with whatever the client requires me to, and in most cases there is existing furniture involved. When it comes to deciding what should stay and what should go I use



## What are some of the other services you provide?

- My service consists of three levels.
1. The first being consultation only, clients can bounce off their ideas, I help them define what they really want and direct them towards the best solution for their requirements. They then employ the tradesmen they trust and go shopping themselves.
  2. Secondly, I can do the whole sourcing for them which usually results also in a price advantage for the client.
  3. And thirdly, if required, I can manage the whole renovation project.