

## THE ESSENTIAL PACKAGE

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ALESSANDRO FARINA  
Interior Design Studio London



Welcome to our tailored interior design service crafted for professionals and families, seeking bespoke urban living solutions. **The Essential Design Package** is designed to maximize the use of your space, blending luxurious functionality with your personal story. Ideal for those who desire impactful design without the commitment of a full-scale project, this package delivers clarity, inspiration, and actionable plans to elevate your home.

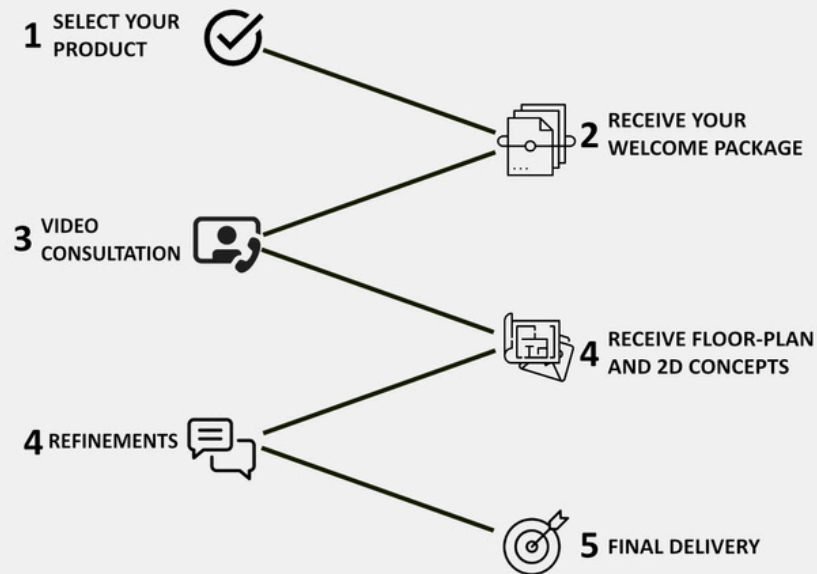
What's Included :

- **Welcome Package:** A thoughtful introduction to our process, including a design questionnaire to help us understand your vision and needs.
- **Video Consultation:** A one-hour call to discuss your goals and explore the possibilities for your space.
- **Layout & Floor Plan:** Optimized for functionality, aesthetics, and flow.
- **Mood Board:** A curated collection of materials, colors, and textures to define the design concept, along with shopping links from trusted retailers.
- **2D Visualization:** A visual representation to help you envision the transformation.
- **Revisions & Follow-up:** Two rounds of refinements to ensure the design aligns with your expectations, plus guidance on the next steps.



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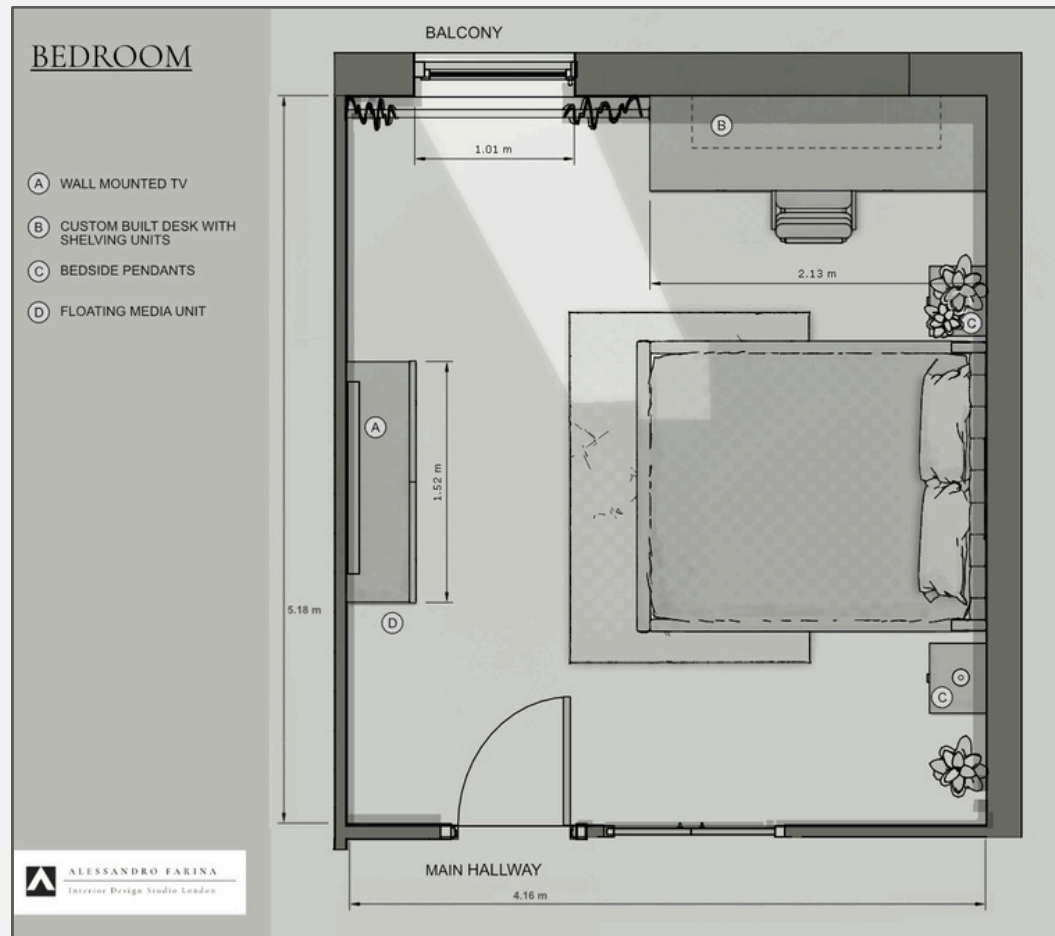
### STRESS-FREE PROCESS



### HOW IT WORKS

1. **Select Your Package:** Choose the Essential Design Package on our website or via direct contact.
2. **Welcome Package Delivery:** Receive a digital welcome kit, including a questionnaire to guide the design process.
3. **Video Consultation:** Collaborate with our designer to share ideas and clarify your needs.
4. **Preliminary Layout:** Review a custom floor plan tailored to your space.
5. **Design Concept:** Explore the curated mood board and 2D visualizations.
6. **Refinements:** Provide feedback and enjoy up to two revisions to perfect your design.
7. **Final Delivery:** Receive a comprehensive package ready for implementation.





## **LAYOUT & FLOOR PLAN**

A well-designed layout is the foundation of every successful interior. We analyze your space to optimize flow, functionality, and aesthetics. The floor plan ensures that every square meter is used effectively, reflecting your lifestyle needs and design aspirations. Whether it's creating zones for work, relaxation, or entertainment, our plans deliver clarity and purpose for your space.



## BEDROOM



FLUTED WALL PANEL



OAK CHEVRON  
FLOORING



TEXTURED  
WALLPAPER



BLACK WALNUT



## MOOD BOARD

The mood board brings your vision to life with a curated palette of materials, textures, colors, and finishes. From luxurious natural elements to modern accents, this visual guide captures the essence of your style and sets the tone for your design journey. Each selection is chosen to create harmony and sophistication, ensuring your space feels both personal and timeless.





## **2D VISUALIZATION**

See your space in a new light with professional 2D visualizations. These illustrations provide a realistic perspective of how the proposed design will come together. From furniture placement to color distribution, the 2D visuals allow you to envision the transformation and ensure every detail is tailored to your preferences.



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## PRICING

Our pricing reflects the value of our bespoke approach, attention to detail, and seamless process. As a small, dedicated studio, we offer high-end expertise at competitive rates.

✓ **Package Price: Starting at £1,500**, inclusive of all listed services.

✓ **Custom Add-ons:** Enhance your design package with tailored options:

- **Bespoke Joinery & Detailing: £700 – £1,500** per room
- **3D Visualization Service: £750 per room** (includes two key views)
- **Additional 3D Renderings: £300** per extra view
  
- Trade Discounts on Furniture Purchases: 10% handling fee on orders

✓ **Additional revisions or customization beyond the package scope are available at £75/hour.**

### **Why Choose Us?**

- Tailored for Urban Living: Designs that prioritize efficiency, comfort, and modern city lifestyles.
- Transparent Pricing: Clear upfront costs with no surprises.
- Personalized Attention: A boutique studio approach ensures every detail reflects your vision.

**Let's start transforming your space today!**



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