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DESIGN BUSINESS

POLLY WILLIAMS, DESIGNER ADVISOR AND FOUNDER, CAMBERYARD,
ADVISES ON THE ROUTE TO BEGINNING A BUSINESS SAVVY DESIGN CAREER

BEING A DESIGNER'S ADVISOR IS SOMETHING I LOVE. IT'S THE PROCESS OF GETTING TO KNOW MY CLIENTS, UNDERSTANDING THEIR WORK AND ASPIRATIONS FOR THEIR BUSINESS, AND THEN BRINGING IT ALL TO FRUITION.

Building a business is very much like building and designing a home. Designers create floor plans and dimensions before starting to design a home; as a consulting firm we look at the floor plan and dimensions before we build a business. A house can't be built with three bathrooms, one kitchen and no bedrooms, in the same way a business should not be built without a clear business strategy.

At Camberyard, we use this analogy to construct a bespoke business strategy for your needs. For creative professionals who are launching their business straight from graduation, or who want to streamline their operations, we need to go back to the initial design. We work out the key elements that will make your dream 'house' –

how your business can fulfill all your needs and provide stable foundations to grow that business in today's markets.

Each designer and business idea is different, which is why we offer bespoke packages to tailor individual needs. I recently worked with a client who is looking to launch a new furniture range within their interior design business. We highlighted a need to establish a brand identity within the retail sector and an improved positioning of core brand values.

Thinking back to Camberyard's 'house' analogy, we reviewed the foundations of the business and identified how to streamline the company website. Then we evaluated and recommended printed marketing materials as sales tools for prospective retailers. We then turned to the 'decorating' - how to create a strategic approach when targeting retailers, supported by a portfolio of industry awards, endorsements and editorial. Finally, we established the importance of creating a targeted media and online PR

campaign.

I've been described by a client as her 'business and marketing guru'. I like that. We worked intensively to launch her brand; I could very clearly picture her business a year on and where it needed to be positioned in the market. It's so important to have a pair of fresh eyes, imagining it all with you. I am proud to say her bespoke furniture and lighting business is a wild success. Just as I knew it would be!

The creative process for every individual designer is so intense. I understand how easy it is to be swept away with ideas. The minutiae of invoicing or building a social media presence can feel stifling; that's where I come in. Marketing and PR strategy, proposal planning, rebranding . . . I enjoy it all.

My role here at Camberyard is to advise and then celebrate my clients when their design dream 'house' becomes their reality. The interior design and soft furnishings market is ever expanding.