

# INTERIOR DESIGN YEARBOOK 2016

The background of the cover is a photograph of a sophisticated interior space. A prominent feature is a large, white, curved architectural element that forms a staircase and a central archway. The walls and ceiling are finished with horizontal wood slats, creating a warm, textured atmosphere. In the foreground, there is a lounge area with four dark-colored armchairs arranged around a low, dark coffee table. A decorative globe sits on a small table in the background. The lighting is soft and focused, highlighting the architectural details and the furniture.

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Foreword by Daniel Hopwood, President, BILD



## Trend: Design Business

By Polly Williams

Designer Advisor and Founder, **Camberyard**

Camberyard is an advisory firm founded by Polly Williams, offering bespoke marketing and business solutions to interior designers, furniture and lighting companies, fabric and flooring providers and bathroom and kitchen specialists. Polly works with her clients to increase revenue, gain media exposure and develop their business. With over 12 years' experience advising a leading interior design studio in London, Polly knows how to launch a brand and make it an international success. Using a unique 360-degree framework, Polly brings a holistic approach to working with her clients in the interiors sector. By pinpointing the areas in their business, which they need to focus and consolidate, Polly takes her clients' business to the next level. Her skills include PR, marketing, social media, blogs, web design, trade and retail shows, collaborations and industry networking. Here, Polly 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.



CAMBERYARD

*Headshot: Image courtesy of Kate Nielsen Photography*

If you take the analogy of house building, we look at what kind of house you want to build, how it needs to adapt to your life and what your budget is. The first stage is putting in the plumbing and electrics, to ensure everything is in place for building your walls. Finally, we decorate. Each stage of the business and marketing plan is tailored to exactly those requirements. 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.



*Above: Kelly Hoppen has established two strains of her business and successfully runs both. Image courtesy of Mel Yates.*

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. Camberyard will focus on you, your talent and your USP to make your business stand out and succeed.