

ELISHA ANNANDALE

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DECOR IDENTITY

PARTNER GUIDE

INTERIOR DESIGN
& DÉCOR STUDIO

A PERSONAL *Welcome*

At Décor Identity, design is deeply personal. Every space we create is guided by the way our clients live, move, and experience their homes.

From the very first idea to the final styled detail, our approach is rooted in understanding — understanding our clients' needs, their lifestyle, and their vision. We believe that thoughtful interior design should not only be beautiful, but functional, timeless, and uniquely yours. We pride ourselves on offering a full turnkey solution that allows our clients to feel supported throughout the entire design and building journey. Every project is carefully curated to ensure it has its own identity — because no two clients are the same.

Thank you for taking the time to learn more about Décor Identity. We look forward to creating something meaningful with you.

with love, Elisha



DECOR IDENTITY
DESIGN STUDIO



A woman with long dark hair, wearing a white button-down shirt and blue jeans, is sitting at a light-colored wooden desk. She is looking out a window to her left while holding a phone to her ear. On the desk, there is a laptop, a black lamp, and some books. A white cabinet with a printer and a vase of white flowers is visible in the background.

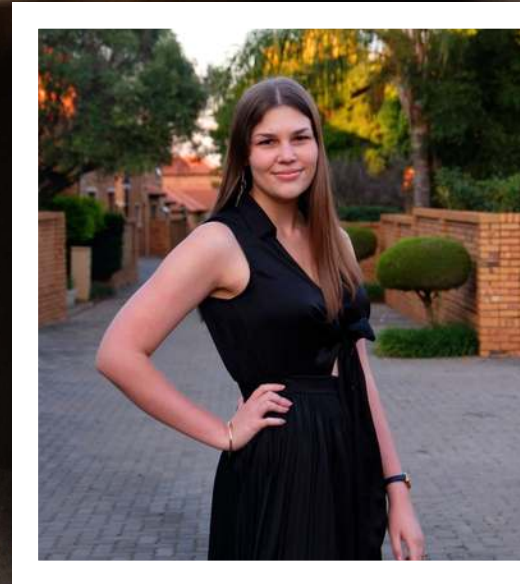
ELISHA ANNANDALE

MEET ELISHA

Décor Identity was founded in 2011 by Elisha Annandale with a vision to create meaningful, personalised interiors that reflect each client's lifestyle and individuality. After studying Interior Design and Décor at Calder's Design School in Rosebank and gaining experience with leading firms such as Bako's Brothers, Griffiths & Griffiths, and Lionel Levin Interiors, Elisha established Décor Identity as a full-service interior design and décor studio based in Pretoria. Today, with over thirteen years of industry experience, the studio specialises in bespoke residential and leisure interiors, offering full turnkey building and design solutions in collaboration with architects, contractors, and suppliers.

At the heart of Décor Identity is Elisha's personal approach to design. As a mother of three boys, she understands the rhythm of everyday living, which inspires her to create spaces that feel welcoming, functional, and deeply personal. Through creativity, attention to detail, and strong client relationships, Décor Identity continues to craft interiors that are timeless, thoughtful, and uniquely tailored to the people who live in them.





ABOUT US

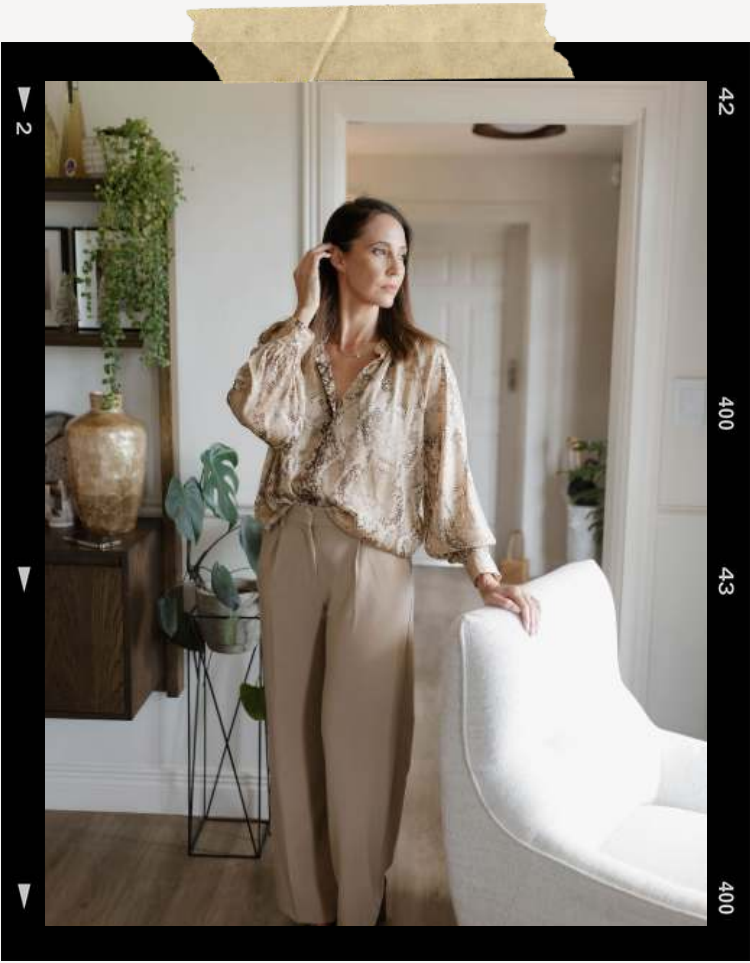
Our team brings together a blend of creative vision, design expertise, technical knowledge, and project coordination. We work collaboratively throughout every stage of a project, combining our individual strengths to ensure each space is thoughtfully designed, carefully sourced, and beautifully brought together. With a shared passion for interiors and attention to detail, we work closely with our clients and industry partners to turn ideas into considered, personal spaces.

Over more than two decades, we've built strong relationships with manufacturers, suppliers and artisans who share our commitment to quality, craftsmanship and reliability. Today, we work alongside architects, interior designers, decorators and developers, ensuring every project moves seamlessly from concept to completion.

WHY PARTNER WITH *D*ECOR IDENTITY



- Every successful project depends on more than great design.
- Behind every beautifully finished space is careful procurement, supplier coordination and project management.
- Decor Identity becomes an extension of your team, removing the complexity of procurement so you can focus on creativity, client relationships and exceptional design.



THE ART OF SOURCING, *THE CRAFT OF CREATION.*

From the first furniture concept to the final installation, we carefully curate every element of a project, sourcing exceptional pieces, discovering unique finishes and working directly with skilled manufacturers to create bespoke furniture made specifically for the space. Our strength lies in the ability to move seamlessly between curation and creation — sourcing an exceptional piece when it exists, and creating it when it doesn't.

Through our trusted supplier and manufacturing relationships, we are able to offer a level of flexibility and exclusivity that goes beyond conventional retail procurement. For our clients, this means a highly personalised journey with every detail considered. For our design partners, we become the behind-the-scenes procurement and manufacturing arm of the creative vision — protecting the integrity of the design while managing the sourcing, production and execution with precision.

Curated. Bespoke. Seamless.

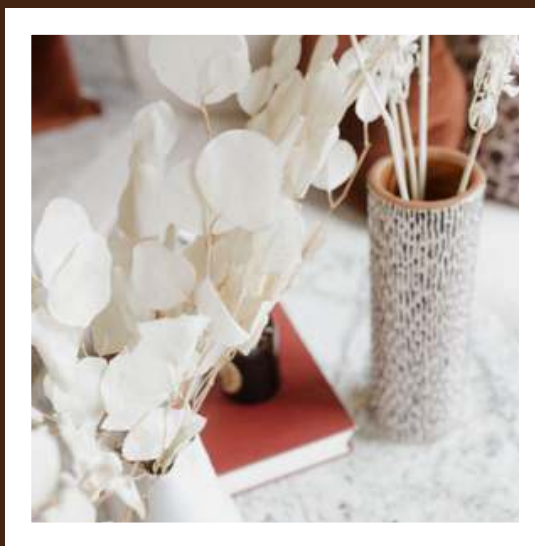
We don't simply furnish a space.
We bring the vision to life, one exceptional piece at a time.

OUR PHILOSOPHY

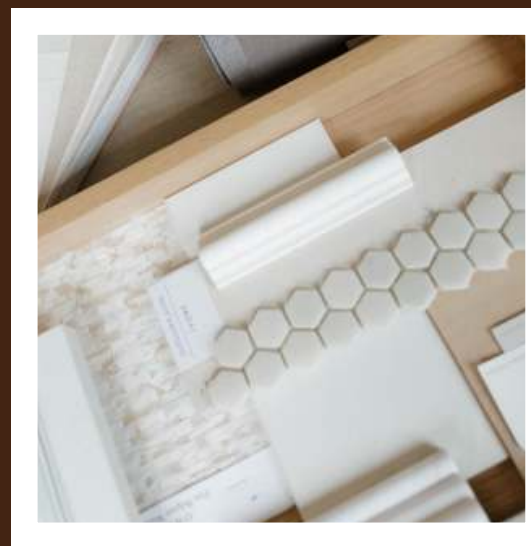
We believe that interior décor is not an afterthought — it is a fundamental part of the process. By starting with furniture layouts and décor concepts early on, we ensure that every design decision aligns with the final vision.

Our spaces are:

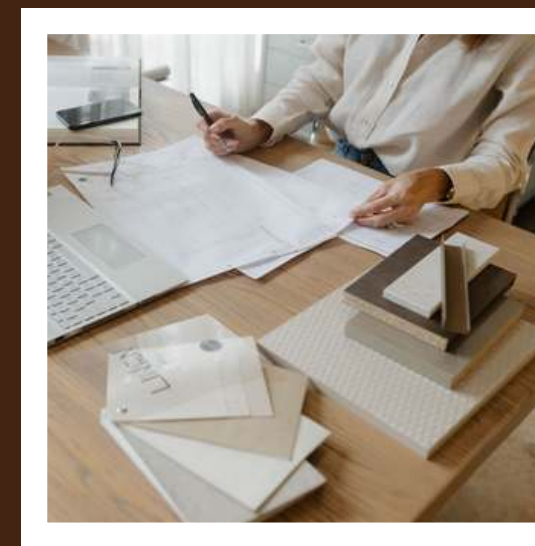
Functional and practical



Timeless in style



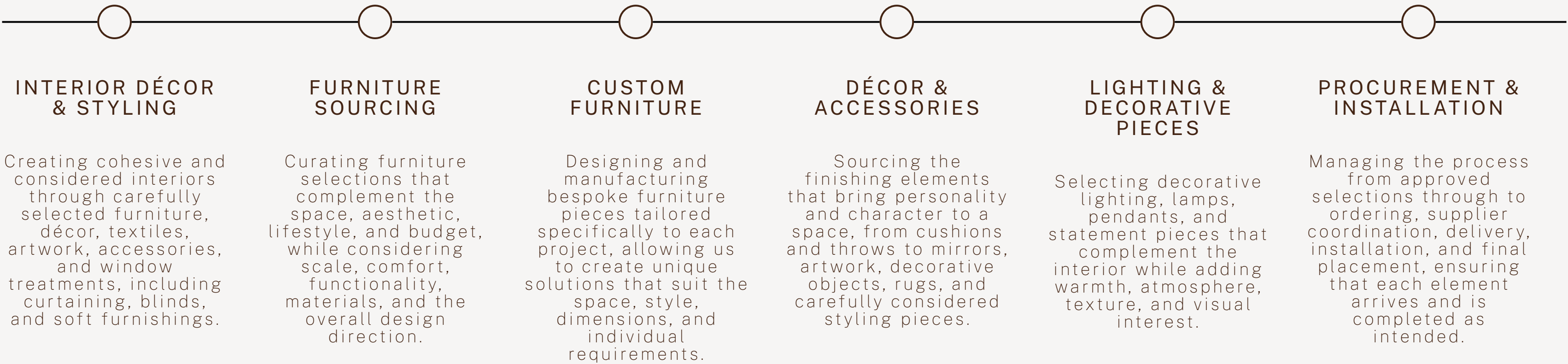
Tailored to each client



"Nothing is in good taste, unless it suits the way you live."

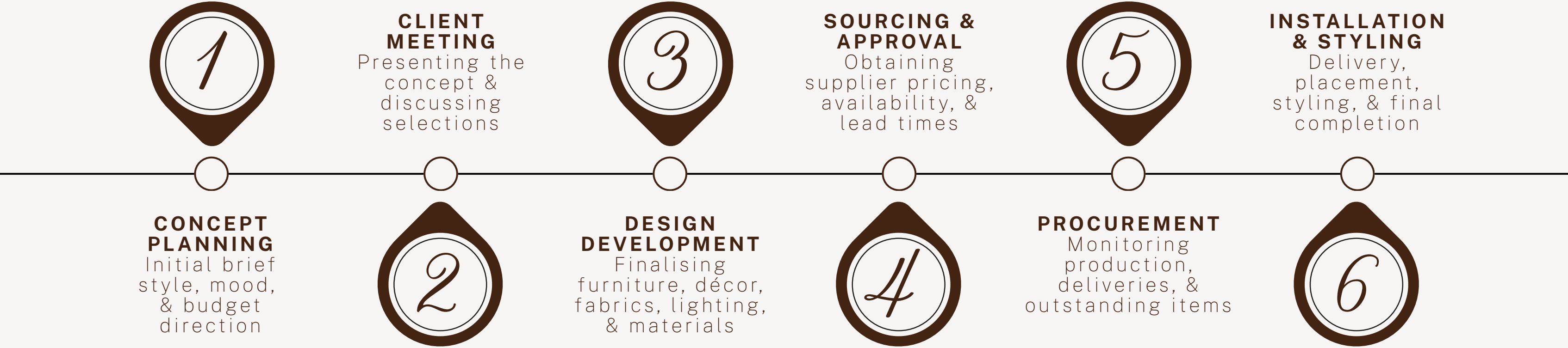
OUR SERVICES

KEY COMPONENTS OF THE PROCUREMENT PROCESS THAT WE PROVIDE TO BENEFIT YOUR BUSINESS



"It's the details that make a space feel complete."

OUR *PROCESS*



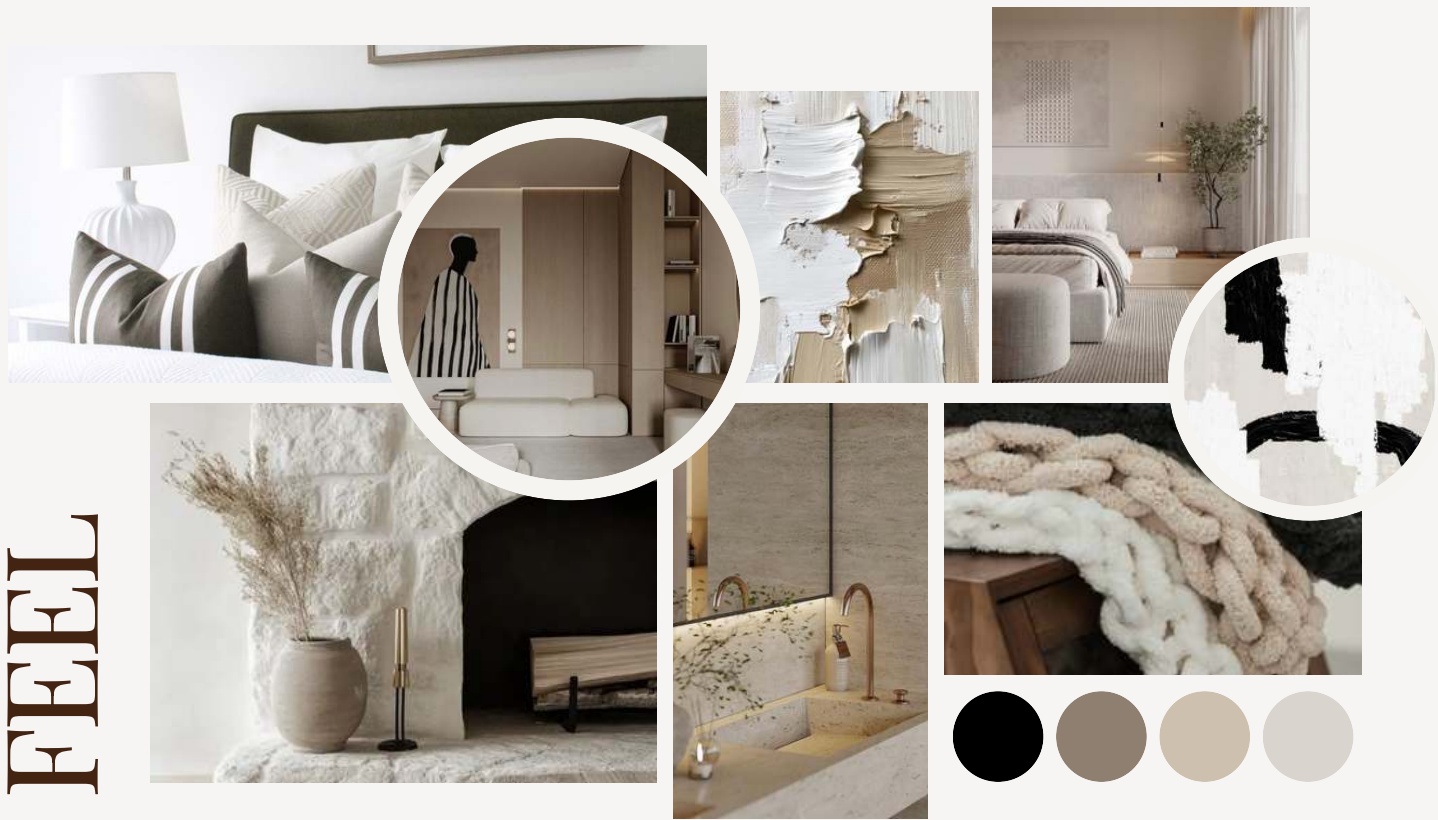
CONCEPT *PLANNING*

During the concept planning phase, we establish the overall look and feel of the space. This includes developing the colour palette and selecting key materials. The goal of this stage is to define a clear design direction that guides all following decisions, ensuring that every element works together to create a cohesive and well-balanced interior.

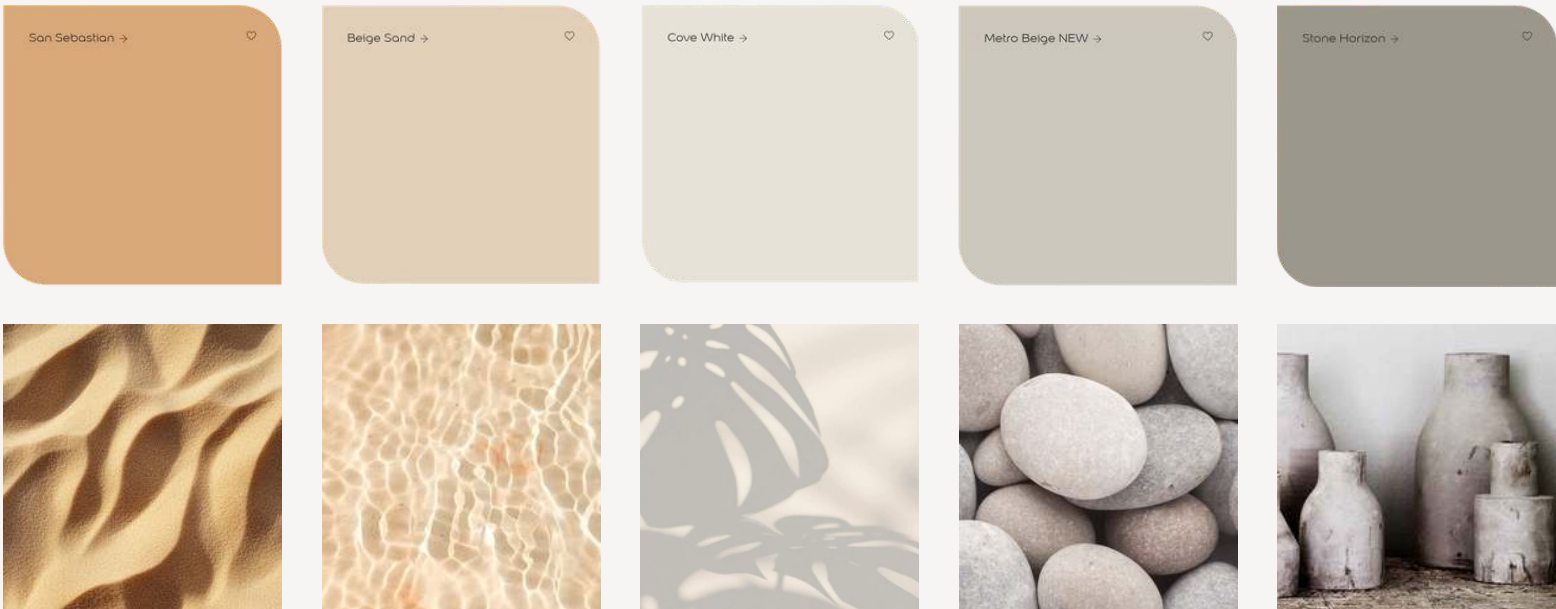
“Every great space begins with a clear vision.”

DESIGN DIRECTION

LOOK &
FEEL



COLOUR PALETTE



MOODBOARDS

During the moodboard stage, we develop visual concept boards that bring the design direction to life. The space moodboard combines key finishes, materials, lighting references, and feature elements to illustrate how all components will work together within the space. This step helps align the design vision before procurement begins, ensuring that all selections support a cohesive and well-considered final result.

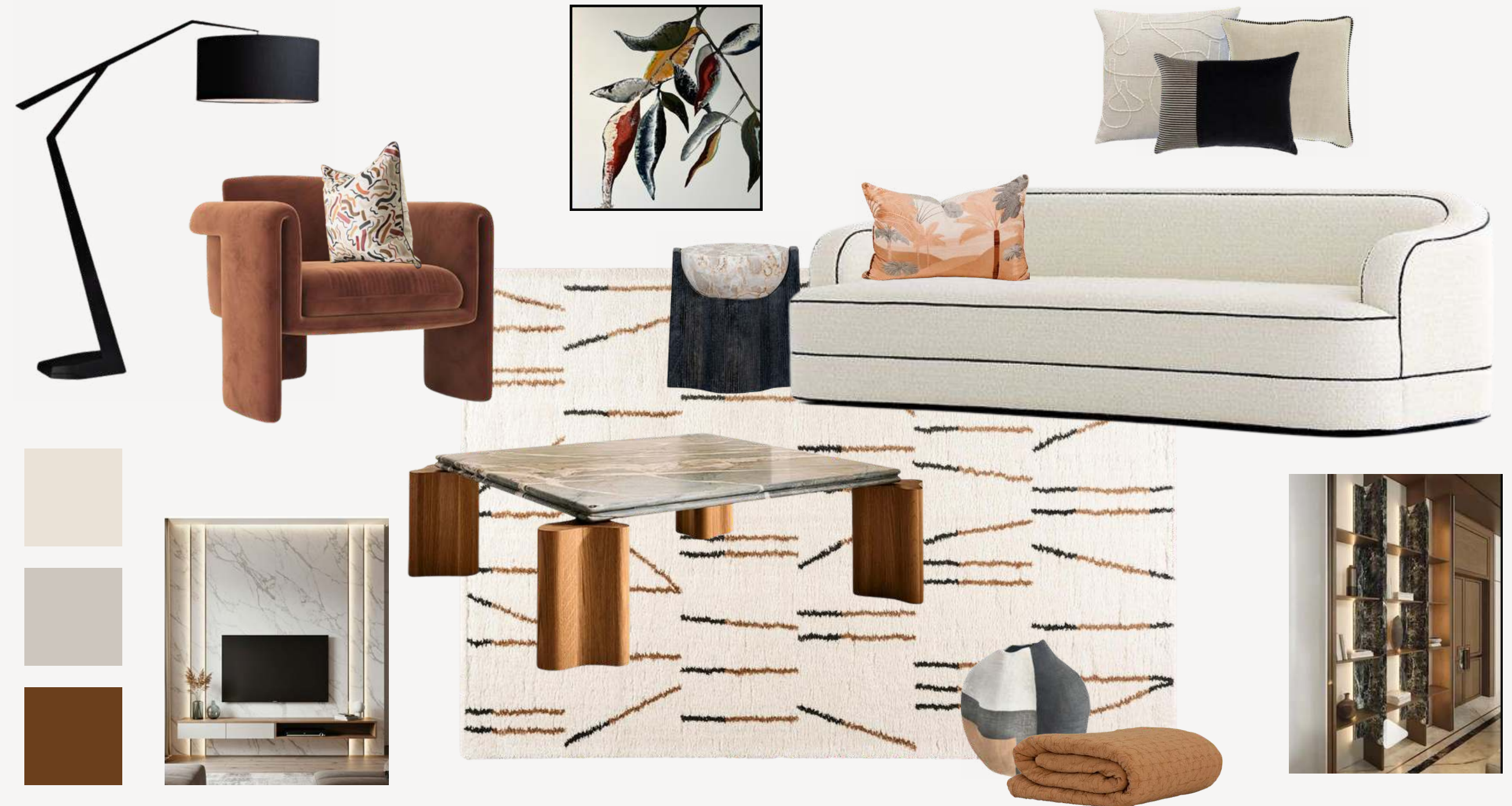
"Where inspiration becomes direction."

MOODBOARDS

Our moodboards establish the overall design direction. The moodboard brings the concept together visually, allowing the client to see how the different elements of the space will work together.

Furniture, fabrics, colours, textures, lighting, décor, and materials are carefully layered to establish a cohesive visual direction before selections are finalised.

These boards guide the aesthetic planning of the space.



LAYOUT BOARDS

During the layout board stage, the furniture planning begins to bring the design concept into the space. Using the architect’s plans as a base, we carefully position and scale the selected furniture pieces to assess proportions, flow, functionality, and overall balance. This allows us to refine the selections and ensure that each piece works cohesively within the space before moving into procurement.

“Good design is in the details.”

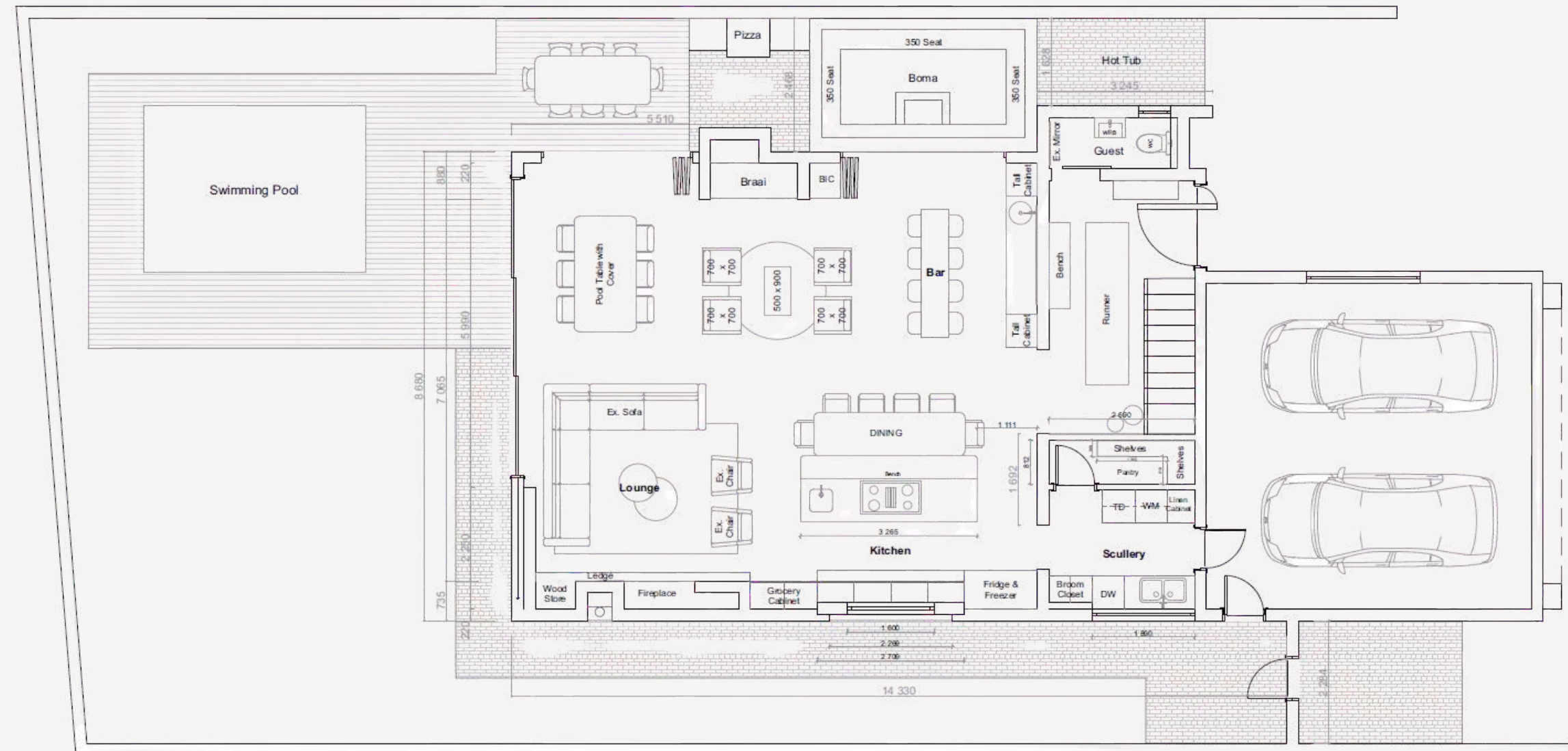
FURNITURE LAYOUT

THE FOUNDATION OF EVERY INTERIOR

Architectural plans are used as the foundation for our furniture layouts, allowing us to position and scale the selected furniture pieces within each space.

These layouts help us assess proportions, circulation, functionality, and how each piece works together within the overall interior concept.

Furniture selections can then be refined before procurement, ensuring that everything is appropriately sized, coordinated, and suited to the space



SHOPPING LISTS

Our shopping lists are compiled for all sourced furniture, décor, lighting, accessories, and soft furnishings selected for the project. Each item is clearly documented with product references, images, descriptions, finishes, and quantities, providing a clear and organised guide to ensure every selection is accurately sourced and coordinated throughout the project.

"Precision in planning leads to perfection in execution."

FURNITURE

CURATED SELECTIONS FOR YOUR SPACE

Comprehensive shopping lists are compiled per space & include product references, quantities, supplier details, lead times, & budget allocations.

This documentation ensures procurement clarity, cost control, & accurate delivery scheduling aligned with construction timelines.

Each item is selected to complement the overall concept.

DRESSER CHAIR



Dimensions:
800 (h) x 550 (w) x 550 (L)
Fabric Spec: Monsieur Biscuit

BEDSIDE TABLE



Dimensions:
550 (h) x 550 (d) x 600 (L)
Wood Spec: Oak Wheat

BENCH



Dimensions:
420 (h) x 550 (w) x 1800 (L)
Fabric Spec: Monsieur Biscuit

OCCASIONAL CHAIR



Dimensions:
800 (h) x 700 (w) x 700 (L)
Fabric Spec: Zena Marble

BED K XTRA L



Dimensions:
600 (h) x 200 (w) x 220 (L)
Fabric Spec: Kira 05-Pearl

SIDE TABLE



Dimensions:
550 (h) x 400 (w) x 400 (L)
Spec: Oak Wheat

RUG



Dimensions:
240 (w) x 340 (L)
Hertex: Vertigo Hazel

ARTWORK



Dimensions:
100 (w) x 140 (L)
Hertex: Among The Grass

LIGHTING

CURATED SELECTIONS FOR YOUR SPACE

Our lighting shopping lists compile all selected decorative lighting and fixtures for the project, ensuring each piece is carefully coordinated with the overall design concept.

Each selection is documented with imagery, product references, specifications, finishes, and quantities to provide a clear guide for sourcing and procurement.

BEDSIDE LAMPS



Chanel Fusion Table Lamp
Base: 80 x 160 x 500mm
Shade: 125 x 450 x 190mm

DESK LIGHT



Beacon Desk Lamp
Base: 230 x 370 x 570mm
Shade: 230 (dia) x 180mm

FEATURE LIGHT



Lotus Woven Rattan Pendant
Shade: 730mm (dia) x 200mm
Cord: 1500mm

FLOOR LAMP



Sherman Floor Light
Size: L 600mm x W 600mm x
H 1560mm

ORDER SHEETS

Our order sheets are prepared for custom furniture and units, bringing together sketches, inspiration imagery, detailed dimensions, materials, and finishes for each bespoke piece. They provide a clear visual and technical reference for manufacturing, ensuring that the design intent, proportions, and selected details are accurately understood and executed.

“Great design is built on precise details.”

FURNITURE

BESPOKE DESIGN, CRAFTED FOR YOUR SPACE

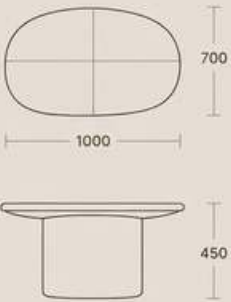
Our furniture order sheets document each selected piece with clear imagery, product references, dimensions, finishes, upholstery details, and relevant specifications.

They provide a detailed reference for sourcing and ordering, ensuring that each furniture piece is accurately selected and coordinated with the overall design.



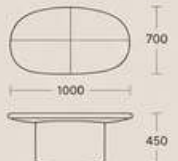
COFFEE TABLE CLUSTER - SHORT

DIMENSIONS
1000L x 700W x 450H



FINISHES

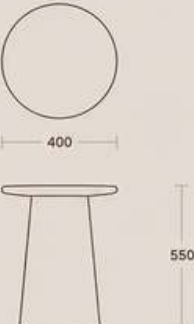
 OAK
WITH STAIN

AREA	ITEM	IMAGE	QTY	DIMENSIONS	FINISHES	NOTES
LIVING ROOM	COFFEE TABLE CLUSTER - SHORT		1	1000L x 700W x 450H 	 OAK WITH STAIN	MADE TO ORDER. CUSTOM SIZES AVAILABLE.



COFFEE TABLE CLUSTER - TALL

DIMENSIONS
400 DIA X 550H



FINISHES

 OAK
WITH STAIN

AREA	ITEM	IMAGE	QTY	DIMENSIONS	FINISHES	NOTES
LIVING ROOM	COFFEE TABLE CLUSTER - TALL		1	400 DIA X 550H 	 OAK WITH STAIN	MADE TO ORDER. CUSTOM SIZES AVAILABLE.

SOFT FURNISHINGS

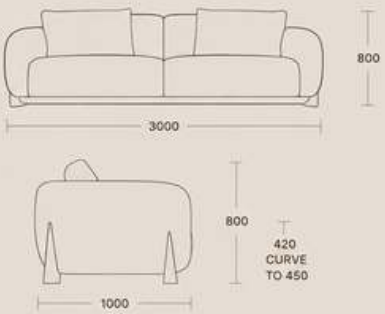
BESPOKE DESIGN, CRAFTED FOR YOUR SPACE

For upholstered furniture, clients are given the opportunity to personalise their selected pieces through a carefully curated range of fabrics and finishes. Fabric options are presented alongside the furniture selection, allowing clients to compare colours, textures, patterns, and tones while considering how each option complements the overall design concept. Once the preferred fabric has been selected, the final choice is documented and coordinated for manufacturing or upholstery.



SOFA

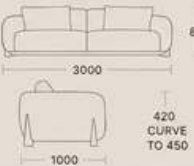
DIMENSIONS
3000W X 1000D X 800H
BACKREST: 800H
SEAT: 420H (CURVE TO 450H)



FINISHES

 OAK WITH STAIN

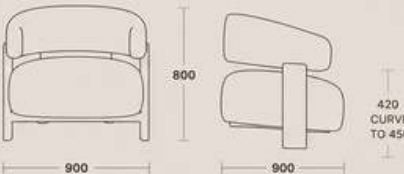
 BOUCLÉ FABRIC

AREA	ITEM	IMAGE	QTY	DIMENSIONS	FINISHES	NOTES
LIVING ROOM	SOFA		2	3000W X 1000D X 800H BACKREST: 800H SEAT: 420 CURVE TO 450 	 OAK  BOUCLÉ FABRIC	MADE TO ORDER. CUSTOM SIZES AVAILABLE.



OCCASIONAL CHAIR

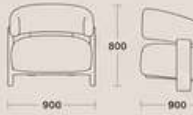
DIMENSIONS
900 W X 900 D X 800 H
BACKREST: 800H
SEAT: 420 CURVE TO 450



FINISHES

 OAK WITH STAIN

 UPHOLSTERED FABRIC / LEATHER

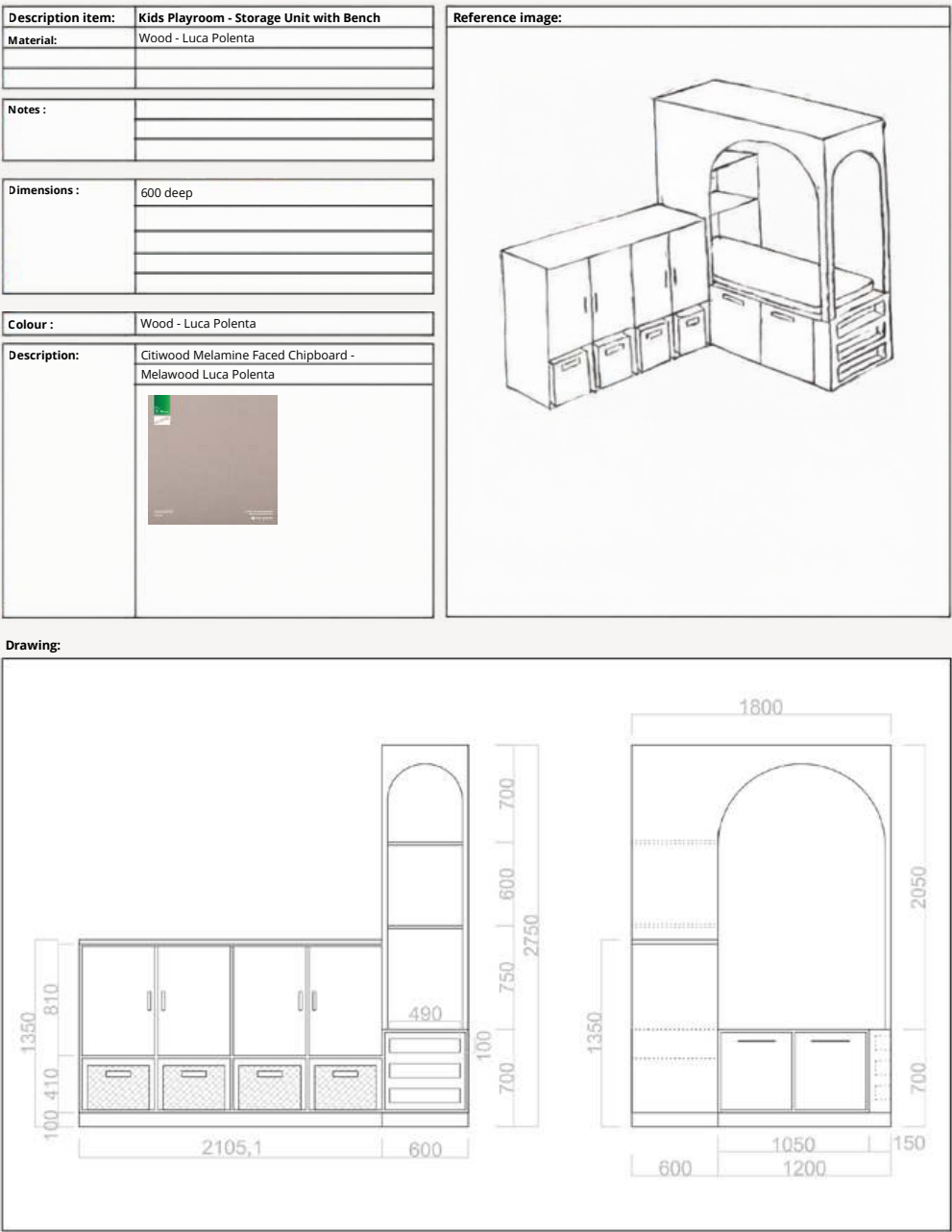
AREA	ITEM	IMAGE	QTY	DIMENSIONS	FINISHES	NOTES
LIVING ROOM	OCCASIONAL CHAIR		2	900 W X 900 D X 800 H BACKREST: 800H SEAT: 420 CURVE TO 450 	 OAK WITH STAIN  UPHOLSTERED FABRIC / LEATHER	MADE TO ORDER. CUSTOM SIZES AVAILABLE.

CUSTOM UNITS

BESPOKE DESIGN, CRAFTED FOR YOUR SPACE

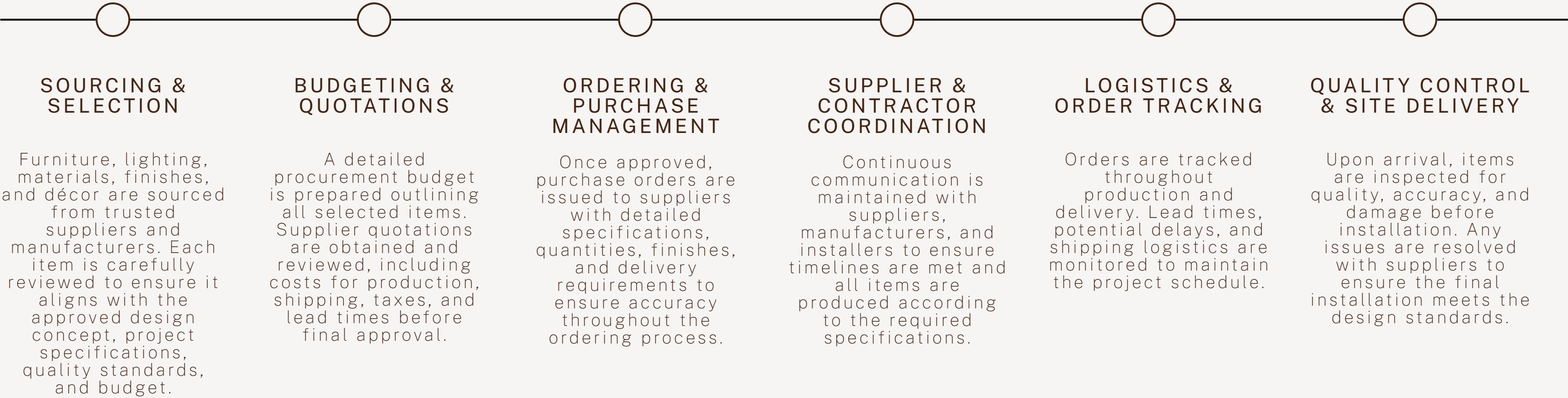
From cabinetry & built-in storage to feature units, wardrobes, vanities, & media elements, each piece is carefully considered & custom-designed to support the way our clients live.

Electrical points within cabinetry, integrated LED strip lighting, socket positioning, appliance housing, wood sample specifications, edge detailing, & hardware selections are fully coordinated. Material samples, wood finishes, & joinery details are specified to ensure precision manufacturing & accurate on-site installation.



PROCUREMENT

KEY COMPONENTS OF THE PROCUREMENT PROCESS



“Design becomes reality through thoughtful execution.”

PROJECT COORDINATION

BEHIND EVERY SUCCESSFUL PROJECT IS EXPERT COORDINATION

Procurement Management

End-to-end management of the procurement process, ensuring accuracy, transparency and efficiency at every stage.

Budget Management

Careful cost planning and ongoing budget control to ensure your project remains financially aligned from concept through to completion.

Logistics Coordination

From order to delivery, we coordinate logistics seamlessly, managing lead times, shipping, customs and site deliveries.

Supplier Sourcing & Management

We connect your project with the right suppliers, negotiate the best terms and maintain clear communication throughout.

Procurement Schedules

Detailed schedules and tracking systems keep your project organised, ensuring every item is ordered, produced and delivered on time.

Installation Coordination

We liaise with installers and contractors to ensure a smooth installation process and flawless on-site execution.

FINALISATION

The finalisation stage brings the project together as all elements are delivered, inspected, and styled according to the approved design. During this phase, we oversee the delivery and placement of furniture, décor, lighting, and custom units, while ensuring that finishes, fittings, and installations meet the required quality standards. A final walkthrough is conducted to confirm that every detail aligns with the design intent before the space is handed over to the client.

“The final details transform a design into a completed space.”

INDUSTRY SUPPORT & BUSINESS GROWTH

Our commitment extends beyond delivering exceptional interiors. We believe a stronger design industry is built through collaboration, shared knowledge and practical experience. Whether we're supporting an established studio or mentoring an emerging designer, our goal remains the same, to strengthen businesses through better procurement knowledge, smarter systems and trusted industry guidance.

We also provide:



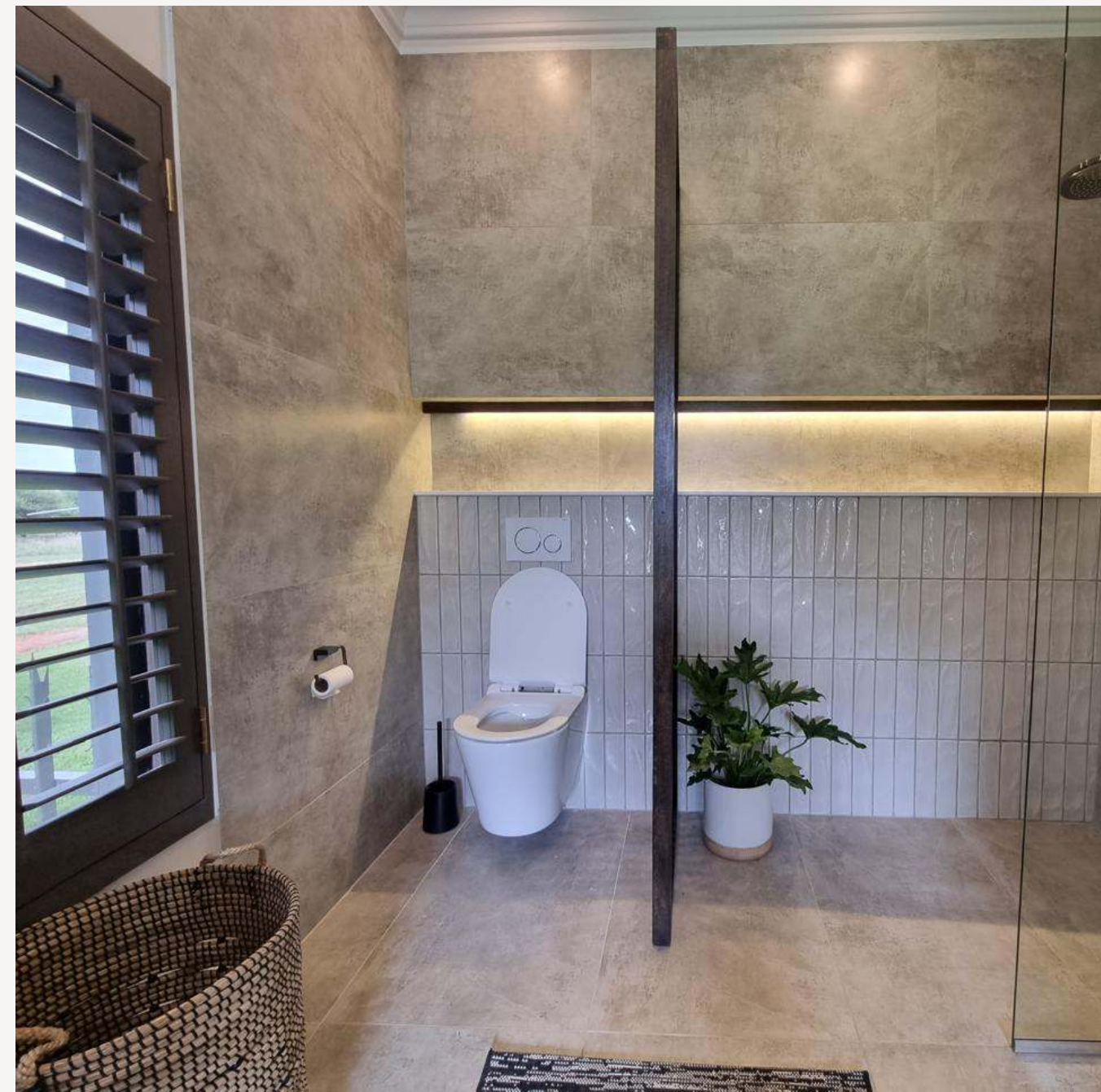
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PROJECTS GALLERY

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OUR TRUSTED INDUSTRY PARTNERS



Together, we deliver excellence.

- Furniture suppliers •
- Lighting specialists •
- Fabric houses •
- Tile & flooring suppliers •
- Cabinetry manufacturers •
- Artists •
- Decor & accessory brands •





VIVERE is Décor Identity’s home design studio, based at Castle Gate Lifestyle Centre, Pretoria, South Africa.

Launched in 2022 at Decorex, VIVERE opened its first retail store in 2024, bringing our signature design philosophy into a beautifully curated shopping space.

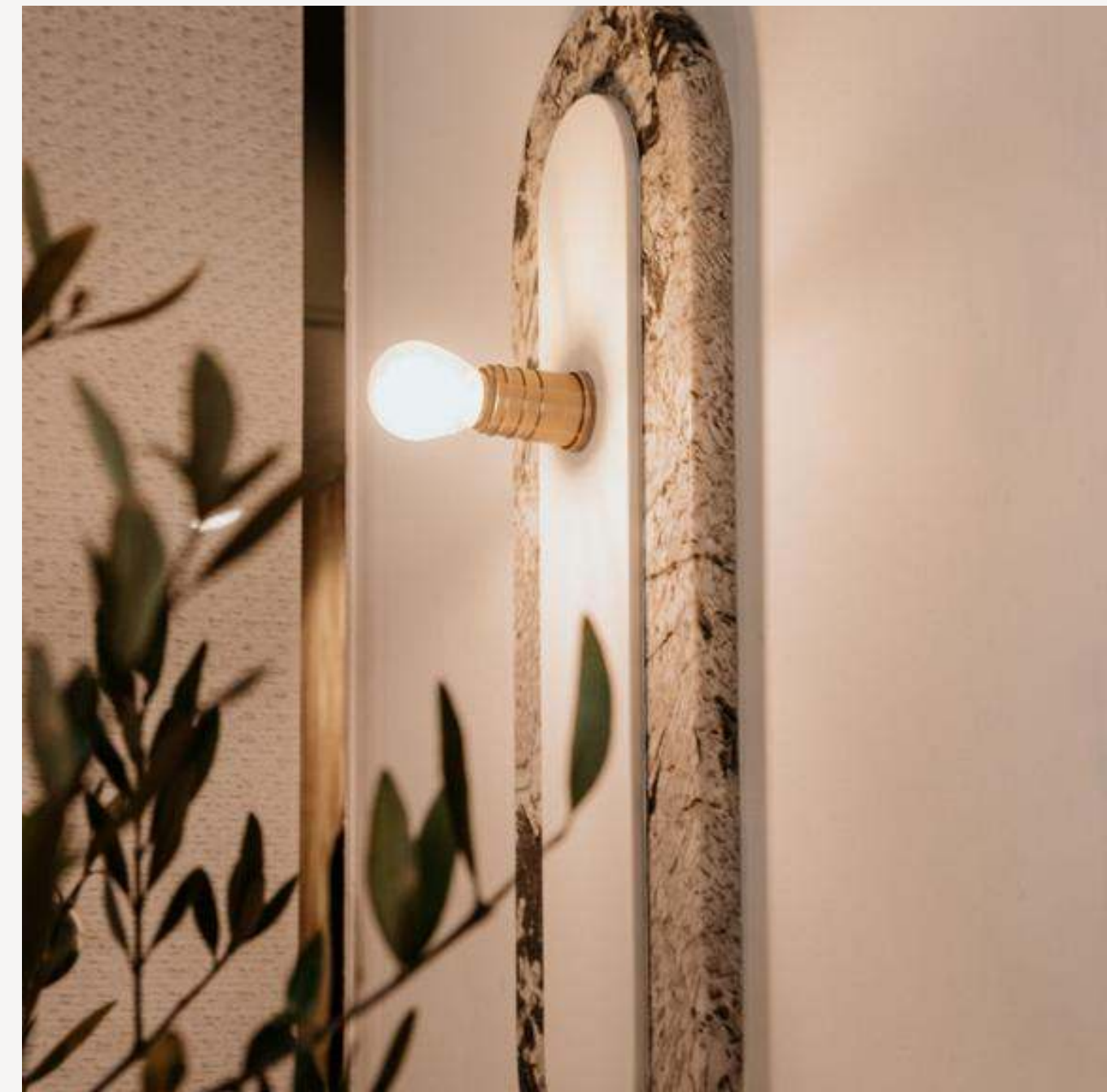
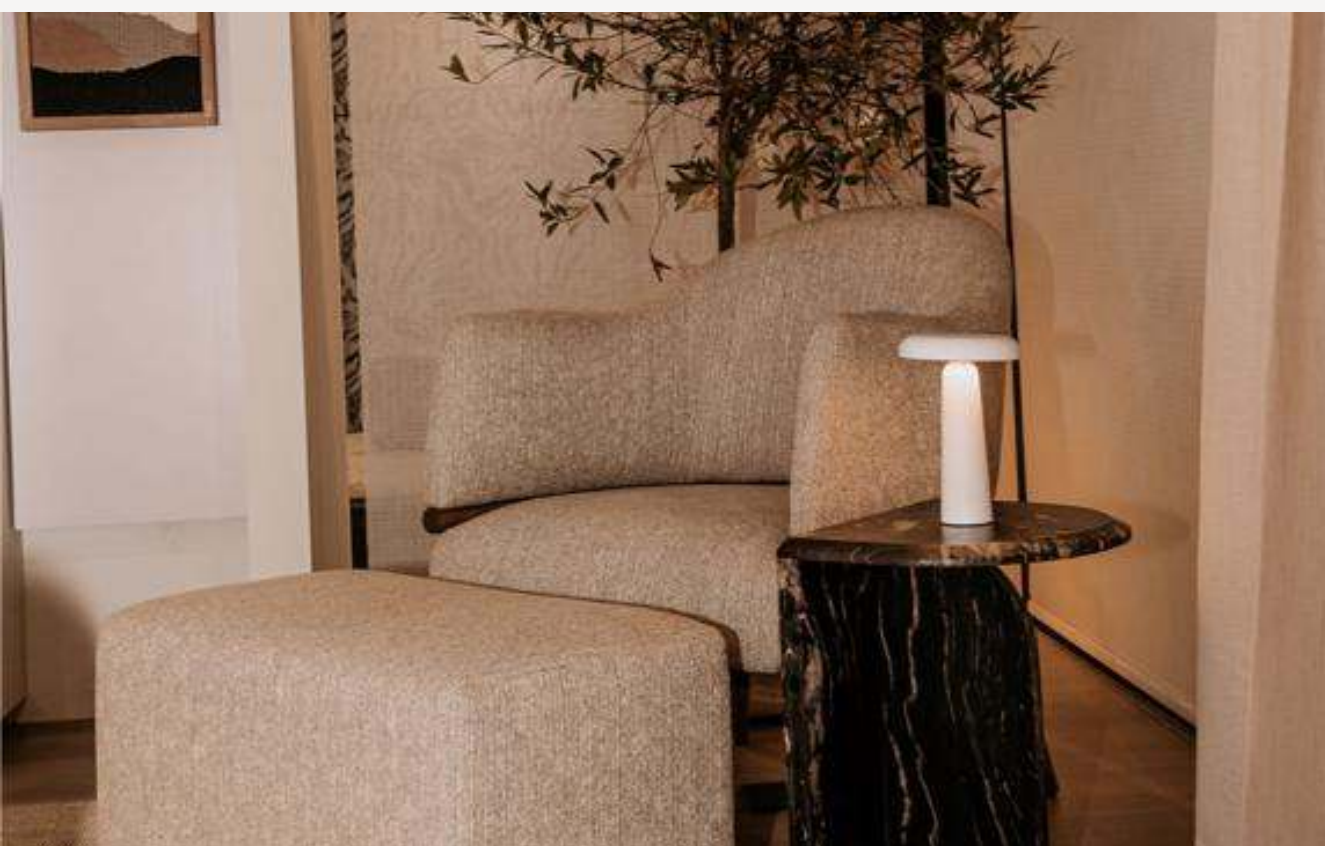
Our studio is home to unique, one-of-a-kind products created by interior designers and local creatives. Each piece is thoughtfully selected to reflect quality, craftsmanship, and timeless style.

We collaborate closely with our clients to bring harmony into their homes through customised items and carefully curated collections — ensuring every space feels personal, balanced, and refined.

ELISHA ANNANDALE



VIVERE PRODUCTS





ELISHA ANNANDALE



VIVERE IN-STORE PRODUCTS



WHY WORK WITH US?

What sets our procurement service apart is that we offer more than simply sourcing and purchasing furniture. We take the design from concept to reality. From furniture mood boards, space planning and product sourcing, through to custom manufacturing, factory coordination, quality control and final delivery, we can manage the entire process under one roof. Our established relationships with suppliers and manufacturers allow us to source unique pieces, customise existing designs and manufacture completely bespoke furniture specifically for a project. This gives our clients and design partners greater flexibility, better control over quality and finishes, and access to pieces that may not be readily available through standard retail channels.

For designers and architects, we become an extension of your team — allowing you to maintain creative control while we manage the detailed procurement, supplier, factory and manufacturing process behind the scenes. For clients, it means having one experienced team coordinating the journey from the initial design selections through to the finished furniture and décor being delivered.

BY WORKING WITH US, YOU GAIN:



Personalised attention



Trusted supplier network



Time and cost efficiency



Industry expertise



Professional project coordination



A stress-free design journey

THANK *YOU!*

"Thoughtfully chosen. Beautifully brought together. Made uniquely."

Thank you so much for considering our services for the procurement side of your business. We're excited about the opportunity to assist you with the decor, sourcing, procurement and manufacturing process. Our role would be to take care of the sourcing and procurement requirements, identify suitable suppliers and products, obtain quotations, coordinate manufacturing where required, and assist with ensuring that the selected items align with the overall design, quality and budget requirements. We can manage the process from sourcing through to procurement and manufacturing coordination, taking the administrative work and supplier communication off your hands and ensuring that everything is properly coordinated.

We look forward to working with you and creating a smooth, efficient procurement process that delivers the right products, quality and finishes for the project.

CONTACT US

LET'S BRING THE VISION TO LIFE

We would love to hear from you and discuss how we can assist with your next project.



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DECOR IDENTITY
DESIGN STUDIO

INTERIOR DESIGN
& DÉCOR STUDIO