



DECOR IDENTITY

DESIGN STUDIO

PROCUREMENT | STYLING | INDUSTRY SUPPORT

Beautiful
interiors
begin long
before
installation.

YOUR PROCUREMENT DEPARTMENT
WITHOUT THE OVERHEAD.

PARTNER GUIDE

For Architects, Interior Designers,
Decorators & Developers

*Where inspired design
meets expert procurement.*



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<https://decoridentity.co.za>

More than décor. More than procurement. Your trusted project partner.

Beautiful interiors don't happen by chance. They are the result of thoughtful planning, trusted partnerships and expert execution.

Decor Identity partners with architects, interior designers, decorators and developers to manage the procurement journey—from sourcing and supplier coordination to manufacturing, logistics and final styling.

With more than 20 years of industry experience, we simplify the complexity behind every project, allowing you to stay focused on design while we manage the details.

Your vision remains the priority.
We simply bring it to life.



Elisha Annandale

FOUNDER

Elisha Annandale

OUR STORY

Beautiful spaces deserve exceptional execution.

Founded in 2011, Decor Identity has evolved from a boutique interior design studio into a trusted procurement and styling partner for South Africa's design industry.

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.



"We bridge the gap between concept and completion."

ESTABLISHED 2011

20+ YEARS OF EXPERIENCE



WHY PARTNER WITH

DECOR IDENTITY?

Your Procurement Department Without the Overhead.

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.



More time for design

Spend less time requesting quotations, chasing suppliers and coordinating deliveries, and more time designing exceptional interiors and building meaningful client relationships.



Trusted industry relationships

With an established network of carefully selected manufacturers, suppliers and artisans, we connect your projects with reliable partners who share our commitment to quality, craftsmanship and service.



Confidence in every decision

From procurement schedules and budget management to manufacturing oversight and installation coordination, every stage is carefully managed to minimise risk and maximise project success.



A seamless client experience

Well-managed procurement creates confidence. Projects remain organised, communication stays clear and clients enjoy a professional experience from concept through to completion.

We don't replace designers.
We strengthen them.

At Decor Identity, collaboration is at the heart of everything we do.

Because when procurement is managed with precision, creativity has the freedom to flourish.

Your vision remains the priority.

We simply provide the expertise, supplier network and procurement systems that bring it to life.

SOURCING BEAUTIFUL SPACES

*Thoughtfully sourced. Carefully curated.
Beautifully delivered.*

Exceptional interiors begin with exceptional selections.

We source furniture, décor, lighting, artwork and accessories that align with your design vision, project budget and timeline. Through our trusted supplier network, we provide access to bespoke pieces, locally manufactured collections and carefully curated international products.

Furniture, Décor & Accessory Sourcing

Every recommendation is made with intention—balancing aesthetics, functionality, quality and value to create interiors that feel cohesive and refined.

How this benefits your business

- ✓ Saves valuable design time
- ✓ Access to trusted local and international suppliers
- ✓ Better pricing opportunities through established relationships
- ✓ Curated selections aligned with your design vision
- ✓ Less time spent sourcing, comparing and coordinating suppliers
- ✓ Greater confidence in product quality and lead times

Mood Boards & Visual Presentations

Professional presentations help clients understand the vision before procurement begins. We create curated mood boards that simplify decision-making, strengthen presentations and support faster approvals.

How this benefits your business

- ✓ Faster client approvals
- ✓ Stronger visual communication
- ✓ More confident purchasing decisions
- ✓ Reduced uncertainty during the design process
- ✓ Professional presentations that strengthen your brand

"Every product is intentionally sourced. Every detail is thoughtfully considered."

PROCUREMENT & PROJECT COORDINATION

*Seamless management.
Flawless delivery.*

Behind every successful project is expert coordination.

From procurement planning and supplier management to logistics and installation, we oversee every stage of the journey to ensure projects remain organised, on schedule and aligned with your design vision.



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.

We manage the details so you can focus on the design.

BESPOKE FURNITURE & MANUFACTURING

Designed with intention.
Crafted with precision.

Some spaces deserve more than standard furniture.

Working alongside trusted manufacturers and artisans, we develop bespoke furniture tailored to your project's dimensions, finishes and functional requirements.

Throughout production we monitor quality, review specifications and oversee manufacturing to ensure every piece is delivered exactly as intended.

Custom Furniture Manufacturing

When standard furniture doesn't achieve the desired outcome, we develop tailored furniture solutions that are built specifically for your project.

Working alongside skilled manufacturers, we assist with furniture specifications, dimensions, material selection, finishes, upholstery and production oversight to ensure every detail aligns with the original design intent.

Quality Control Throughout Production

Beautiful furniture begins with careful planning — but it is quality control that ensures the final product meets expectations.

Throughout the manufacturing process we monitor production progress, review finishes and verify specifications to minimise costly errors before installation. Every piece is carefully considered before it reaches site.

How this benefits your business

- Access to trusted manufacturers and artists
- Bespoke furniture tailored to your design vision
- Greater flexibility in materials, finishes and dimensions
- Professional manufacturing oversight
- Improved quality control throughout production
- Reduced risk of costly manufacturing errors
- Furniture designed specifically for your project that is not chosen from a catalogue

Why Bespoke Matters

Custom furniture transforms interiors into one-of-a-kind spaces that reflect the original design vision while providing practical solutions for everyday living.

FINAL STYLING & PROJECT COMPLETION

The finishing touches that transform a project into a home.

The final layer brings every project to life.

Through carefully selected décor, artwork, accessories and soft furnishings, we create interiors that feel balanced, welcoming and complete.

Styling is never an afterthought—it is the finishing touch that transforms a beautifully designed space into an unforgettable experience.

Creating the Final Layer

Every project deserves a thoughtful conclusion.

Working alongside architects and interior designers, we carefully style each completed space using décor and accessories that enhance the architecture rather than compete with it. Every object is selected with purpose, considering scale, proportion, texture and balance to ensure the finished interior feels cohesive and timeless.

Our goal is simple, we want to create spaces that clients instantly connect with and that designers are proud to present.

Photography & Client Handover

The final moments of a project matter just as much as the first.

We prepare completed interiors for photography, marketing and client handover, ensuring every room reflects the quality of the design and the care invested throughout the procurement process.

A professionally styled space not only leaves a lasting impression on your client, it also creates imagery that strengthens your portfolio and showcases your work at its very best.

How this benefits your business

- Beautifully styled, move-in-ready interiors
- A memorable client handover experience
- Photography-ready spaces for marketing and portfolios
- Thoughtfully curated décor and accessories
- Greater attention to the finishing details
- A polished, cohesive final result

Why Styling Matters

The smallest details often create the biggest impact.

Styling brings warmth to architecture, personality to interiors and life to beautifully designed spaces. It transforms a completed project into an experience. One that clients remember long after the installation is complete.

INDUSTRY SUPPORT & BUSINESS GROWTH

*Building stronger designers.
Stronger businesses. Stronger partnerships.*

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.

TRADE SUPPORT & PROJECT CONSULTATION	MENTORSHIP & BUSINESS GUIDANCE	INDUSTRY TRAINING & WORKSHOPS	BUSINESS SOLUTIONS & OPERATIONAL SYSTEMS
We provide procurement expertise, supplier guidance and practical support throughout the project lifecycle. How this benefits your business: • Experienced procurement support • Additional project capacity • Trusted supplier guidance • Flexible collaboration • Practical support when you need it	We share practical industry knowledge that helps designers build stronger businesses with confidence. How this benefits your business: • Greater industry confidence • Practical procurement knowledge • Real-world business advice • Personalised mentorship • Stronger business foundations	Our workshops equip designers with the practical skills needed to deliver projects more efficiently. Workshop topics include: • Procurement fundamentals • Furniture sourcing • Manufacturing processes • Supplier management • Project coordination • Client communication • Procurement documentation • Installation planning	We help develop procurement systems, supplier databases and workflows that improve efficiency and support business growth. How this benefits your business: • Streamlined workflows • Professional documentation • Consistent project management • Scalable business systems • Improved profitability

BRINGING DESIGN INTENT TO LIFE

Every completed project reflects thoughtful procurement, trusted supplier partnerships and careful attention to detail.

From bespoke furniture and custom joinery to beautifully styled interiors, our role is to support outstanding design through seamless execution.

Moodboard Designs

CONCEPT
LIVING ROOM

The living area evokes a refined African warmth, rooted in natural materials and earthy tones. The colour palette consists of deep black, rich brown, warm taupe, and soft beige, balancing modern luxury with rustic authenticity.

DECOR IDENTITY
FOR SOCIAL RESIDENCES

CONCEPT
DINING ROOM

Rooted in organic sophistication, the dining room embodies the tactile beauty of nature while offering a sense of warmth, community, and refinement — ideal for long, leisurely meals at a luxury lodge.

DECOR IDENTITY
FOR SOCIAL RESIDENCES

Custom Furniture Detail

Stainch 18- Almond

Jax Dark Brown on Oak

Slate Leg Design on Larch Chair

1 2D Drafting for Factory 2 Fabrication Finishes

CONCEPT
Open Plan Bench

1 2D Drafting for Factory 2 Suggested Electrical and Plumbing

1 2D Drafting for Factory 2 Suggested Electrical and Plumbing

Precision in planning creates confidence in construction.

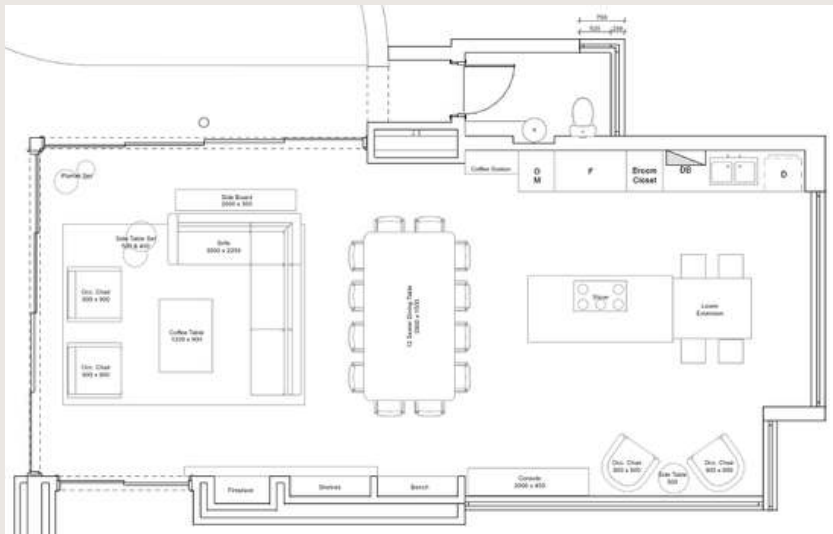
DESIGN DOCUMENTATION

Precision Behind Every Project

Exceptional execution begins with accurate documentation.

We work alongside designers and manufacturers to develop procurement schedules, furniture layouts, joinery details, floor plans and elevations that support a smooth production and installation process.

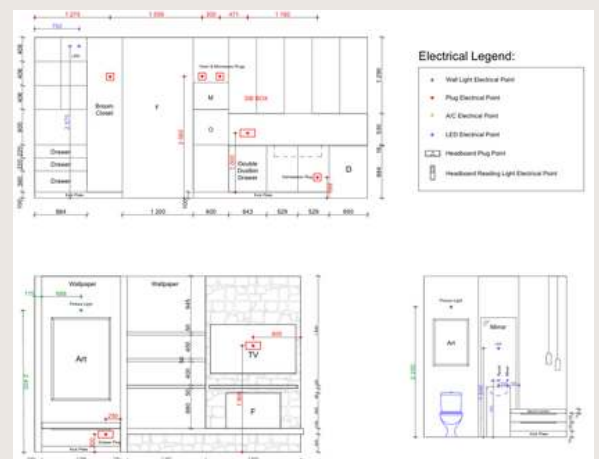
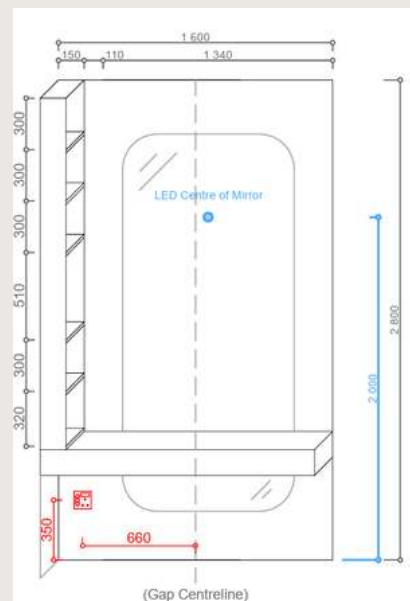
Floorplan Designs



Lighting Plan Designs



Elevations



Every successful project begins with a well-considered plan.

PROJECT GALLERY

Precision Behind Every Project



Every completed project reflects our commitment to thoughtful procurement, quality craftsmanship and timeless design.

OUR PROCUREMENT PROCESS

A structured journey from concept to completion.

Every project follows a clear, structured process.

From the initial brief through to final installation, our procurement methodology ensures every detail is carefully managed, keeping projects organised, transparent and on schedule.

01. DISCOVERY & PROJECT BRIEF

We begin by understanding your project, design vision, timeline, budget and procurement requirements to establish a clear project strategy.

02. PRODUCT SELECTION & SPECIFICATION

We source furniture, décor, lighting and finishes that align with your approved design concept, quality standards and budget.

03. QUOTATIONS & PROCUREMENT PLANNING

We obtain supplier quotations, prepare procurement schedules and monitor budgets to keep the project organised and on track.

04. SUPPLIER COORDINATION & MANUFACTURING

We coordinate suppliers, oversee production and monitor quality to ensure every item is manufactured according to specification.

05. LOGISTICS & INSTALLATION

We manage deliveries, installation schedules and supplier coordination to ensure a smooth and efficient installation process.

06. FINAL STYLING & PROJECT COMPLETION

We complete the project with final styling, quality checks and a carefully coordinated handover that brings the design vision to life.

Our Commitment

Throughout every stage, we prioritise clear communication, careful coordination and attention to detail, ensuring every project is delivered with confidence and professionalism.

THE DECOR IDENTITY DIFFERENCE

*More than a service.
A trusted partnership.*

At Decor Identity, we believe every successful project is built on trust, collaboration and attention to detail. Guided by over 20 years of industry experience, we are committed to delivering a seamless procurement experience that supports exceptional design and lasting partnerships.



20+ YEARS OF INDUSTRY EXPERIENCE

With over two decades of practical experience, we understand the realities of procurement, from supplier relationships and manufacturing to logistics, budgets and installation. Every project benefits from knowledge built through the hands-on industry involvement.



A TRUSTED SUPPLIER NETWORK

Strong relationships are at the heart of successful procurement. We've built an extensive network of carefully selected manufacturers, artisans and suppliers across South Africa, allowing us to source quality products, negotiate effectively and deliver dependable results.



PROCUREMENT WITH PURPOSE

Every recommendation is made with intention. Rather than simply sourcing products, we carefully consider functionality, quality, lead times, budgets and long-term value to ensure every selection supports the overall design vision.



AN EXTENSION OF YOUR TEAM

We collaborate—not compete. Our goal is to strengthen your business by providing procurement expertise, project coordination and operational support that allows you to focus on design, creativity and client relationships. Your success is our success.

OUR COMMITMENT

Every quotation is reviewed with care.

Every supplier is selected with purpose.

Every timeline is carefully managed.

Every installation is professionally coordinated.

Every project is treated as if it was our own.

WHY DESIGNERS CHOOSE DECOR IDENTITY

- ✓ Procurement expertise backed by real industry experience
- ✓ Trusted supplier and manufacturer relationships

- ✓ Seamless project coordination from concept to completion
- ✓ Personalised collaboration tailored to every project

- ✓ A commitment to quality, communication and professionalism
- ✓ A partner invested in your long-term success

*We don't replace architects or interior designers.
We strengthen their business.*

DECOR IDENTITY

YOUR PROCUREMENT DEPARTMENT WITHOUT THE OVERHEAD.

CONTACT US

Every successful project begins with a vision.

Whether you're designing a private residence, a boutique hospitality space or a large-scale development, Decor Identity is ready to become your trusted procurement and styling partner. Together, we'll transform exceptional ideas into beautifully executed spaces.

Decor Identity
Procurement | Styling | Industry Support

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