

# Decor Identity

Individual design concepts, tailored to suit clients' needs



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Decor Identity is an award-winning interior design and decorating studio with more than 13 years' experience in the industry.

**W**hat is your design philosophy? We always try to create a space or a home of high quality. A design that each client feels they can live in, and be involved in the decisions to make them happy and comfortable in the space they call home. It must reflect the client's taste, personality and budget.

**What's the first thing you like to do when you meet with a new client?** I think it is very important to get to know your client and understand their view and their specific needs. You can't design a space if you don't know who will be living in it or what their design ideas are.

**When it comes to interiors, do you feel we're all still very trend-driven or is there a move towards developing personal taste and style?** It's important for us as designers to know what is new and happening in the world of design, colour and trends. But that being said, most of our clients are moving towards developing spaces using different elements more in line with their tastes and needs.

**Trends aside, what's the one thing you'd like readers to take on board when decorating their homes?** That they try to use what they have but avoid over-cluttering a space. Also, to follow a few basic design rules – like creating a focal point, colour and proportion – while always remembering the space should work for them and not everyone else.

**Good design is ...** making use of simple design rules and your taste, put together to reflect your personality in your space.

BROUGHT TO YOU BY

*Decor identity*  
interior design

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