

BOWERBIRD

INTERIORS

for BUSINESS

Servicing business, commercial & trade clients

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We're here to help

Our team is committed to the success of every project and are ready to take your properties to new heights.

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Who are BOWERBIRD Interiors?

Established in 2013, BOWERBIRD Interiors are Australian built, and Australian operated with a heritage as a family run business, growing to one of Sydney's leading interiors businesses, servicing greater Sydney.

Our ethos is rooted in remaining agile and nimble but underpinned with depth and scale in our operations. It keeps us humble enough to personalise our clients' needs - keeping our fingers firmly on the pulse - but large enough to deliver their sizable ambitions.

As a full-service supply chain, with end-to-end logistical capabilities, we do everything from design ideation, sourcing of furniture, right through to fulfilment - all with the view of delivering a mutual vision, to tightly executed, project managed processes.

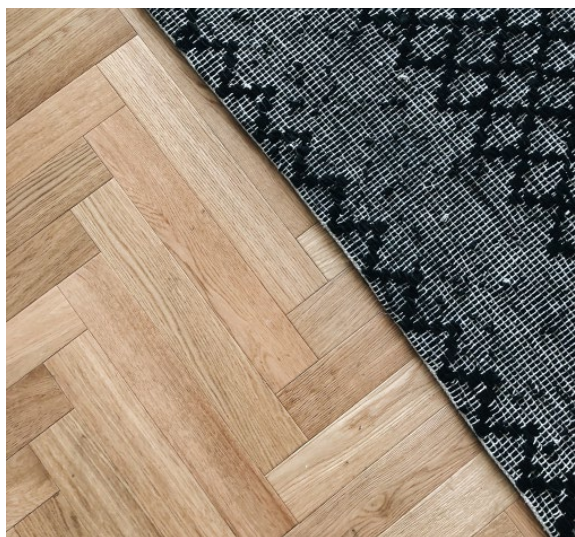
We also pride ourselves in supporting Australian design and furniture manufacturers. Sourcing local inventory ensures we maintain the quality and care we expect of our suppliers, as well as the service excellence customers have come to expect of us.

What we do

We have a pedigree in inspiring people and connecting with human emotion (we've been doing it for close to a decade, styling over 4,000 properties with the critical objective of selling). That's why we understand that attracting the right people to your properties is the key to your success.

Our styling draws inspiration from three distinct design palettes - we call this our Design Direction.

Breathable natural tones inspire our [Light](#) Design Direction. [Moody](#) reflects the broodiness of darker tones, while [Hues](#) provides a sense of elevation drawn out by subtle introductions of colour.



Multi-Residential Developments – attracting *buyers*

Furnished property packages – *Styled To Keep*

Born out of demand from clients who fell in love with our Styled to Sell service. The desire to replicate that look upon moving into their new home led to the introduction of Styled To Keep.

It's a turn-key, affordable solution for your
time-poor buyer.

Utilise our curated furniture packages as an incentive to generate interest in your property(s). Furniture packages can be incorporated into property purchases as a value-add, or even leveraged as an exclusive promotion.



Styled To Keep includes:

- Design direction options for furniture packages
- Curation and sourcing of the furniture and accessories
- Assembly, installation and styling of furniture
- Logistical and operational execution including post-install cleanup
- All project-managed through a single point of contact, delivering a time-saving, “ready to move in” solution

Display units – *Styled To Sell*

We understand the power of giving buyers a glimpse into a lifestyle that a property can offer. It's key to converting them from browser to buyer.

With a successful track record of 4,000+ properties styled and a 95% rate of positive return on investment in residential sales, BOWERBIRD Interiors' *Styled To Sell* is a proven marketing tool to get properties sold faster, and for a higher price tag.

We offer styled furniture packages for both
outright purchase and hire.

Our model can also offer flexibility with a unique option to renew & refresh furniture pieces every few months - keeping your display apartments relevant through an often long off-the-plan sales cycle.



Styled To Sell includes:

- Design direction options for furniture and accessories
- Delivery, installation and styling
- Logistical and operational execution including post-install cleanup
- Option of renewing & refreshing furniture and styling
- All project-managed through a single point of contact

Support for commercial mixed-use developments

Where there are mixed-use developments, including areas such as cafes, restaurants, bars and commercial office space, BOWERBIRD Interiors can assist with furniture sourcing, curation and styling of these areas.

Marketing

BOWERBIRD Interiors has built an online reputation as a go-to brand for everything interiors. Our marketing channels, including website, email database and social platforms, are a source of inspirational, functional and newsworthy real estate content.

We can leverage our database and reach of over 1.5M to exhibit property partners who work closely with us.

A team of highly specialised digital marketers, photographers and writers create and amplify content to generate awareness of featured properties and our partners.



Case study: Mirvac ‘World of Style’ campaign

Featuring BOWERBIRD Interiors’ [LA Cool Apartment](#)

We had the opportunity to style a luxury modern apartment interior design project in the heart of Waterloo in Mirvac Residential’s newest development, The Finery. As part of their ‘World of Style’ campaign, our stylists were given the brief of LA style. Running with this brief, our team constructed this one-bedroom apartment interior design scheme – a playful and fun, yet luxurious space.

Build to Rent Developments – attracting *tenants*

The BtR model is an emerging model for the Australian property market. By leveraging our industry-leading insights, reach and the know-how on what attracts people to properties, BOWERBIRD Interiors can assist in broadening the property's appeal, enabling increased rental yield on BtR investments.

Styled to Keep - Our curated furniture packages for fully furnished apartment rentals that include:

- Design direction options for furniture packages
- Sourcing of the furniture and accessories
- Build, curation, installation and styling of the furniture
- Logistical and operational execution including post-install cleanup
- All project-managed through a single point of contact, delivering a time-saving, “ready to move in” solution for the tenant

We work with a range of suppliers, supporting Australian design. Our vast industry network enables extensive choice across a range of high-quality suppliers.

We can partner with suppliers offering bespoke furniture, designed specifically for your space; thus providing pieces that are unique to your requirements and not available to the general public. Adding unique appeal to your apartment offering that is commercially viable.



Furniture as a service (FaaS)

FaaS is a paid subscription model for furnished properties that can be incorporated into the tenant's rental payments, in exchange for hired furniture as part of a rolled-up property rental package.

Millennials, known as a generation of renters, are driving this trend along with a growing number of older Australians looking for better rental alternatives.

FaaS allows tenants to personalise their homes, giving them the ability to choose from curated furniture packages for their apartment.

While research suggests homeownership may not be a priority for 18 to 35-year-olds, it also notes that lifestyle is a major deciding factor in choosing a property to reside in.

The FaaS model is versatile enough to be applied to serviced apartments as well as long-term rentals. This model can also extend to communal areas of the property.



Case study: The Studio's – Cremorne

BOWERBIRD Interiors had the incredible opportunity to style this beautiful property [in the heart of Cremorne](#) with our Styled to Keep service. Boasting light, modern studio suites and communal spaces set over four levels.



Office fit-outs

With a focus on wellbeing in the workplace, many companies have reorientated to make their workspaces more inviting and in doing so, feel more like home.

With a growing amount of research showing a connection between wellbeing, engagement and the bottom line, understanding what makes people happy and comfortable in a space is key to designing a productive and inspired workspace.

With our ability to balance aspirational spaces with functional areas, BOWERBIRD Interiors are uniquely positioned to design a workspace that creates a safe and welcoming environment for your employees.

Styled to Keep - Our curated furniture packages for furnished offices include:

- Design direction options for furniture packages
- Sourcing of the furniture and accessories
- Build, curation, installation and styling of the furniture
- Logistical and operational execution including post-install cleanup
- All project-managed through a single point of contact, delivering a time-saving, turn-key solution.



Case study: Walsh Bay Waterfront Office

A world-class commercial space, nestled on the waterfront at Walsh Bay. We kept the aesthetic sophisticated and luxurious to match the incredible waterfront views.

See more [here](#).



Contact us

Drop us a note

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Give us a call

02 9531 2233

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