



# Commercial Capability Statement

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BOWENBERD





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# About Us

## OUR STORY

Welcome to BOWERBIRD Interiors, one of Australia's leading interior brands.

Founded in 2013, we are Australian-built and operated. A family-run business born out of a passion and desire to curate inspiring spaces for our clients. Specialising in both property styling and interior design we work across three main client verticals; Private Residential, Commercial Residential and Commercial Special Projects.

We offer an end-to-end design solution, from initial consultation, design concept and product specification to procurement, project management and a white glove delivery service. With a focus on efficiency and cutting edge technology, we strive to deliver exceptional results for our clients.

Our extensive design experience, innovative marketing capabilities and robust operations support our commitment to excellence.

*The Art of Connecting*





**BOWERBIRD***The Art of Connecting*

BOWERBIRD is united in our desire to connect people and places. We believe every space has the potential to connect with people, and to be loved. So, core to our design intent is always to transform creative spaces to be deeply experienced, and to be loved.

Creating connection between people and place comes first with connecting with possibilities, opportunities, ideas, memories, and self. When we connect ideas and perspectives without boundaries, anything is possible.

By fusing a sense of integrity with design our team is privileged to create new ways for people to connect and fully engage with the spaces to experience, to be themselves and to love.

Because when we create connection to spaces, we create;

**PRIVATE  
RESIDENTIAL**

Spaces to sell

Spaces to Live

**Spaces to love**

**COMMERCIAL  
RESIDENTIAL**

Spaces to create value

Spaces to imagine

**Spaces to love**

**COMMERCIAL  
SPECIAL PROJECTS**

Spaces to experience

Spaces to work

**Spaces to love**







# Property Styling

Our Property Styling service goes beyond aesthetics; our responsibility is to present the property to its maximum potential, evoking emotion from the potential purchaser or tenant aiding in a timely and profitable sales campaign for our clients.

Utilising our extensive range of furniture and accessories, readily available and in stock, our property styling service is available on both a short term and long term rental basis.

Our promise to our clientele is to deliver a fully considered, bespoke styling service within a short turn around time, enabling our clients to prepare their property for sale/rent in the shortest possible time.

## SERVICES:

- Short-term rental - 1 month to 12 months
- Long- term rental - 12 months - 36 months
- Short turn around time - Min 72 hours
- Curated, bespoke furniture and accessories scheme
- Full and partial styling available
- Full on-site styling service

*The Art of Connecting*







# Interior Design

Our Interior Design service transcends the ordinary, crafting immersive environments that stir emotions and ignite the imagination. From overarching concept and floor plan analysis through to furniture and accessory specification, we curate spaces that tell a story.

Using our unearthed creativity and design principles we understand our clients needs and create spaces that reflect the desired atmosphere, style, and functionality, whilst adhering to brief and budget.

## SERVICES:

- Design Concept Direction
- Floor plan analysis
- Materiality Specification
- Design Development
- CGI Styling
- Documented Furnished Floor Plans
- Furniture & Accessory specification
- Procurement & Project Management
- White Glove Delivery Service

*The Art of Connecting*







*Private Residential*



*Commercial Residential*



*Commercial Special Projects*





*Private Residential*



# Private Residential

Our Private Residential offering relies on our Property Styling expertise to enhance the appeal and marketability of a property for sale. This short-term property styling service is designed to captivate potential buyers and create an unforgettable first impression.

Additionally, our Interior Design service infuses personality and harmony through exceptional design into our private residential clients homes. We strive to create personalised, melodious living spaces that truly reflect each client's style and lifestyle, transforming their abode into a sanctuary where aesthetics meet comfort.

## PROJECT TYPES:

- Partial styling of a property for sale - Available on a rental basis
- Full styling of a property for sale - Available on a rental basis
- Full interior design service for renovations or new build homes
- Advice on colour schemes and materiality specification
- Interior decoration service to include:
  - Window dressings, Wall coverings & paint finishes
  - Decorative fixed lighting specification
  - Furniture & Accessory Specification

We manage every aspect of your project right up to installation day when we bring our shared vision for your home to life.







*Commercial Residential*



# Commercial Residential

BOWERBIRD Interiors partner with Commercial Residential clients to manage all furniture and styling needs. Working with Property Developers, Home Builders and Project Marketers we are able to provide the following services to support your projects:

## SERVICES:

- Virtual Styling for Marketing Renders
- Sales Suite Styling
  - Customer Journey Mapping
- Developer Display Apartments/Home Builder Display Homes
  - Sales Launch Styling
  - Residual stock sell through styling
  - Display Relocation
- Common Area Fit Out
  - Commercial grade product available
  - Custom furniture design
- Build-to-Rent
  - Common Area Fit Out
  - Furnished Apartments (full turn-key available)
  - Furniture Packages







*Commercial Special Projects*



**BOWERBIRD**

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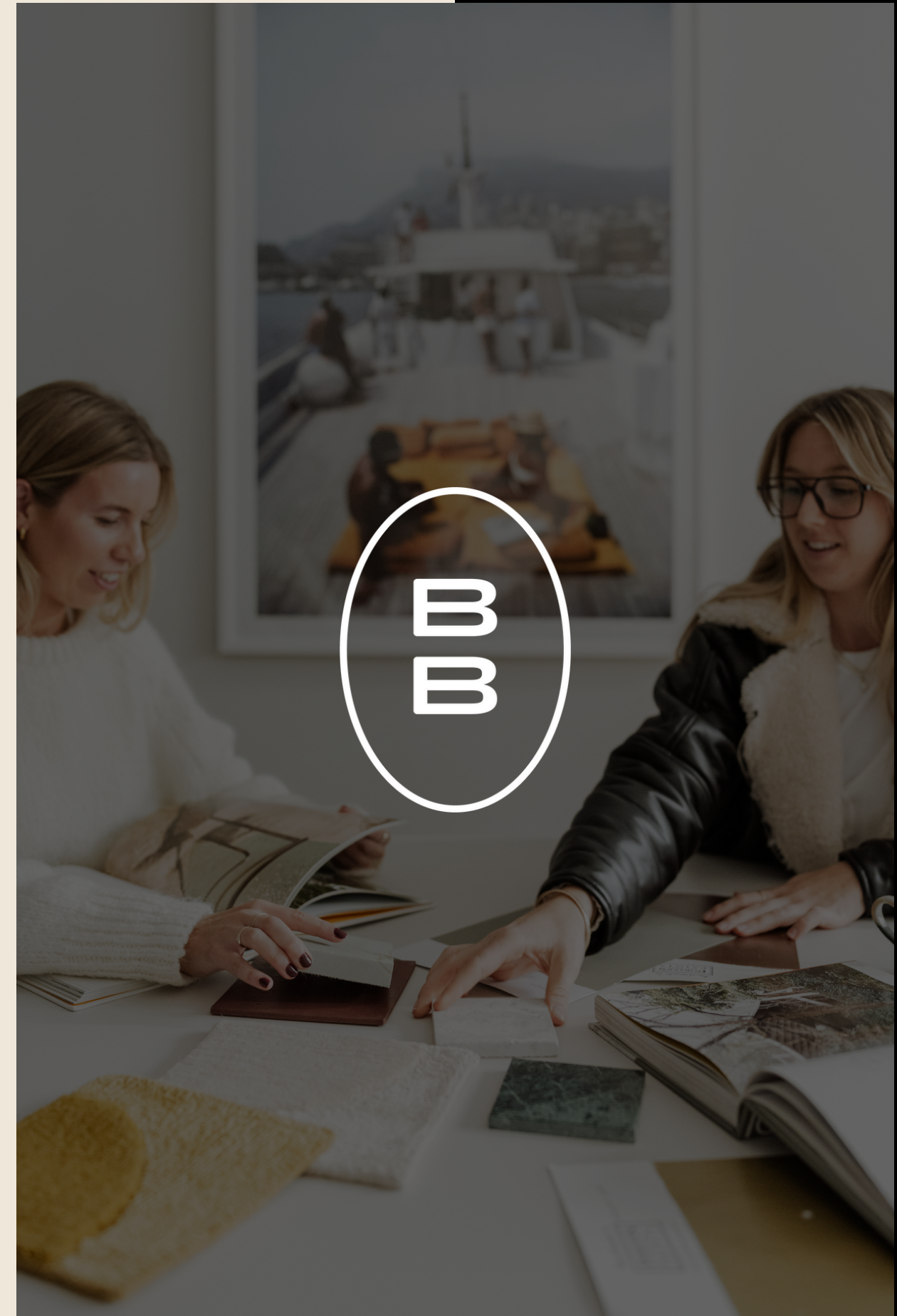
# Commercial Special Projects

With an expansive warehouse and enviable supply chain, we are able to service large high inventory commercial projects requiring full commercial grade product specification and customisation.

Project types vary across sectors from Build-to-Rent, Serviced Apartments and Boutique Accommodation projects to Corporate Office fit out and F&B venues. We offer an end to end solution from concept to installation.

## **PROJECT TYPES INCLUDE:**

- Build-to-Rent
  - Common Area Fit Out
  - Furnished Apartments (full turn-key available)
- Hotel Room Upgrade
- Lobby Fitout
- Corporate Office Fitout
- Commercial Furniture Supply
- Overarching Design Concept







# Our Capability

## 01. **MARKETING**

Our innovative marketing capabilities boast a massive digital footprint and transcend conventional marketing strategies by creating engaging and captivating content.

## 02. **EXPERIENCE**

With over a decade of experience in interior design and styling our portfolio spans across diverse projects demonstrating our versatility in handling different property types.

## 03. **TECHNOLOGY**

With a focus and foundation in innovation, technology is facilitating how we deliver more clarity, efficiency and effectiveness for our clients.



## 04. **SOLUTION**

From initial consultation, ideation and design to procurement, logistics, white-glove installation and styling we offer an end-to-end solution.

## 05. **SUPPLY CHAIN**

Through a rigorous supply chain, we work with multiple partners to ensure creativity, reliability and diversity across all our projects.

## 06. **SCALE**

Our purpose-built 4,000sqm distribution centre is underpinned by the latest technology, allowing our team to deliver on multiple projects simultaneously.

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## Our Promise



BOWERBIRD

*The Art of Connecting*



We guide you through your design journey by leveraging our experience and expertise.

We serve as trusted advisors, applying industry and design knowledge to every project.

We bring an efficient and solution-driven approach to all work - without compromising on quality and results.

We pride ourselves on delivering an elevated service by committing to a client-focused design journey.

BOWERBIRD





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