

ROOM  
by Stacey Cohen *EDIT*

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INTRODUCING

# ROOM EDIT

INTERIOR DESIGN, MADE EASY

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# WELCOME TO ROOM EDIT

At Room Edit, we believe design is a need, not a luxury, and that everyone deserves a space that makes them feel at home. Imagined by **Stacey Cohen Design (SCD)**, our digital platform was founded to make interior design accessible through cohesive digital packages that suit your style and accommodate your budget. By cutting down time-consuming elements of traditional interior design, we're able to provide affordable room makeovers for all.



## MEET *STACEY*

Driven by her passion for designing functional and sophisticated spaces, Stacey established her interior design firm Stacey Cohen Design in 2010. She took her creative expertise to many high-level projects, assembling an inspiring portfolio of refined interiors featured in some of the world's top design publications. Fast-forward to 2019, Stacey conceptualized Room Edit as a way to bring interior design to the masses and demonstrate that great design is a necessity, not a luxury. With Stacey at its creative backbone, the team of expert interior designers prides itself in delivering affordable design solutions.

# THE *PROBLEM*

Traditional interior design is time-consuming, expensive and strenuous. After years in this industry, it bothered Stacey that this service is reserved for the 1%. Alongside the exclusivity, Stacey would receive calls on a daily basis of people looking for a simplified design service that empowered them to execute their own transformations. She knew there had to be a better and more modern approach to interior design that is accessible and affordable for all.

Whether you are a renter or own your own home, purchasing furniture is a massive investment. Room Edit's promise is to give our clients the confidence that they are purchasing the right pieces, in the right size and scale that reflect their style, budget and maintain a cohesive palette. We deliver expert-level design plans at a price-point that won't break the bank.



# THE *SOLUTION*

At Room Edit, we bridge the gap between quality and cost, and offer online interior design solutions that make the process of achieving your dream room easy, painless, and affordable. After much research and feedback, we developed two offerings that compliment our customers’ needs: the Custom Package and the Instant Package.

## INSTANT PACKAGES

Refresh your space with our vast selection of professionally designed and curated rooms. Select a style board that reflects your style, check out and receive a detailed design package to bring your space to life.

PER ROOM  
**\$199**



## CUSTOM PACKAGES

A bespoke design meticulously crafted by our designers to suit your space and style. We provide everything you need to bring your dream space to life.

**SMALL**  
UP TO 150 SQFT

**\$950**

**MEDIUM**  
UP TO 300 SQFT

**\$1,150**

**LARGE**  
UP TO 600 SQFT

**\$1,350**

**X-LARGE**  
UP TO 1200 SQFT

**\$1,650**





# INSTANT PACKAGES

Created with the same quality and thought put into each design, the Instant Package is the easiest and quickest option for a room refresh. Browse our vast options of pre-designed, curated rooms created with a selection of palettes that suit every taste and aesthetic. The Instant Packages come in a variety of sizes to fit everyone's space (and budget), with customization options at checkout if you're looking for a small bespoke touch. After purchase, you will instantly receive your design package with all the tools necessary to kickstart your transformation. Et voilà, you get a new room in almost no-time.



## 4 step PROCESS

### 1. **Select the Style Board**

That suits your style from our vast selection of pre-designed rooms.

### 2. **Measure Your Room**

To select the package size closest to your dimensions.

### 3. **Go Through Checkout**

Using your quick, easy and secure platform.

### 4. **Receive Your Package**

Including an easy-to-follow floorplan, 3D rendering and clickable shopping list so you can set up your space.

*INCLUDED IN YOUR*  
**INSTANT PACKAGE**

**1. Tailored Floorplan**

Customized to your room, this easy-to-follow floorplan is detailed and calculated so you can easily set up your new space.

**2. Styleboard for Inspiration**

Set the tone of your space with this curated styleboard and get a feel for the overall design.

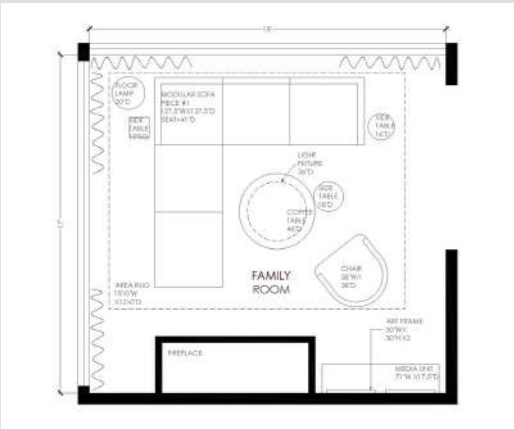
**3. Exact 3D Rendering**

See your custom design in action with this realistic 3D perspective.

**4. Receive Your Package**

Just click and buy all the pieces you need with the inter-active shopping list.

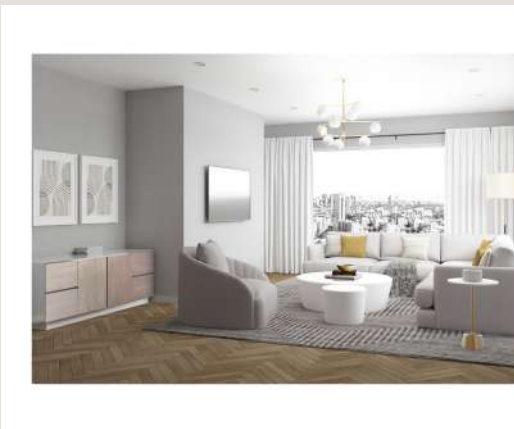
**1. Floorplan**



**2. Styleboard**



**3. 3D Rendering**



**4. Shopping List**

SHOPPING LIST					
	GRAPHIC	PRODUCT NAME	QTY	UNIT PRICE	PRICE
1		Area Rug Wayfair	1	\$1,429.99	\$1,429.99 <a href="#">BUY ME</a>
2		Rug Pad Wayfair	1	\$155.99	\$155.99 <a href="#">BUY ME</a>
3		Sectional Sofa Rove Concepts	1	\$3,224.36	\$3,224.36 <a href="#">BUY ME</a>
4		Media Unit CB2	1	\$1,799.00	\$1,799.00 <a href="#">BUY ME</a>

# INSTANT PACKAGES

## DESIGNED WITH HARMONY IN MIND

Establishing fluidity from room-to-room is so important for a well-balanced home. This design principle led us to creating 11 different styles of our Instant Packages, with multiple room types to give your entire home a cohesive, designer-esque look and feel.

Take our Contemporary Cool style. Across the bedroom, dining room, and family room, there is a continuous palette and key design features that establish consistency.

### BEDROOM



### DINING ROOM

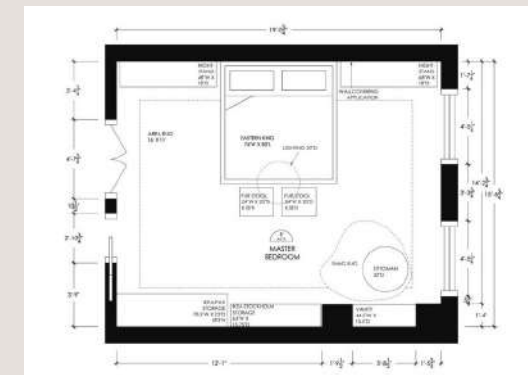


### LIVING ROOM



## CUSTOM WITHOUT THE COST

Want a custom touch without the price tag? With our Instant Packages, we have developed add-ons that allow customers to tailor their package to their needs. The **Custom Floorplan** add-on is for those that want a floorplan tailored to their space, with the ability to see the furniture in their own layout and **Modify Furniture** add-on is where our designers can source new furniture that fits their style.



# CUSTOM PACKAGES

Customized to your exact room needs, this package is crafted to lead you in your personalized design process. We work closely with our clients to understand their needs, goals, and vision for the space, respecting their budget. At the end of the design process, each client will receive a detailed design package with a tailored floorplan, styleboard for inspiration, 3D rendering and a personalized, clickable shopping list. A perfect plan for great results.



## 6 step PROCESS

### 1. Identify Your Room

Whether it's a master bedroom, office, kitchen or nursery, simply select the space you would like to edit.

### 2. Upload Measurements

Tell us the specifics so we can put together a design that perfectly fits your space.

### 3. Style Quiz

So we can align your design with your taste and aesthetic.

### 4. Checkout

Purchase your room so we can get to the fun part—crafting your dream space.

### 5. Tell Us More

We need some more information about the specifics of your room in order to design for your space perfectly.

### 6. Book a Chat

Schedule a phone call with your designer. From there, we will send you 2 style boards to choose from and then design your final package.



INCLUDED IN YOUR  
CUSTOM PACKAGE

1. Tailored Floorplan

Customized to your room, this easy-to-follow floorplan is detailed and calculated so you can easily set up your new space.

2. Styleboard for Inspiration

Set the tone of your space with this curated styleboard and get a feel for the overall design.

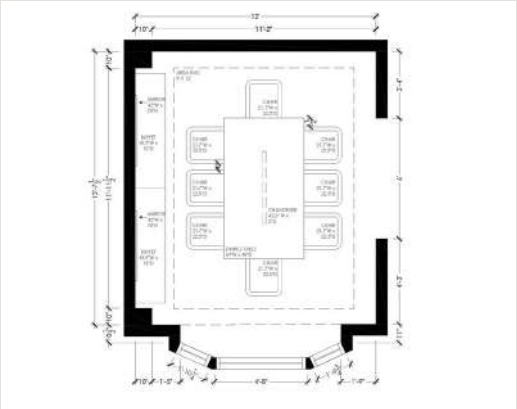
3. Exact 3D Rendering

See your custom design in action with this realistic 3D perspective.

4. Shopping List

Just click and buy all the pieces you need with the interactive shopping list.

1. Floorplan



2. Styleboard



3. 3D Rendering



4. Shopping List

SHOPPING LIST					
GRAPHIC	PRODUCT NAME	QTY	UNIT PRICE	PRICE	
01	Dining Table CB2	1	\$3,699.00	\$3,699.00	<a href="#">BUY ME</a>
02	Dining Chair Rove Concepts	8	\$326.00	\$2,592.00	<a href="#">BUY ME</a>
03	Sideboard Metro element	2	\$2,799.00	\$5,598.00	<a href="#">BUY ME</a>
04	Rug Stoffe	1	\$1,365.00	\$1,365.00	<a href="#">BUY ME</a>

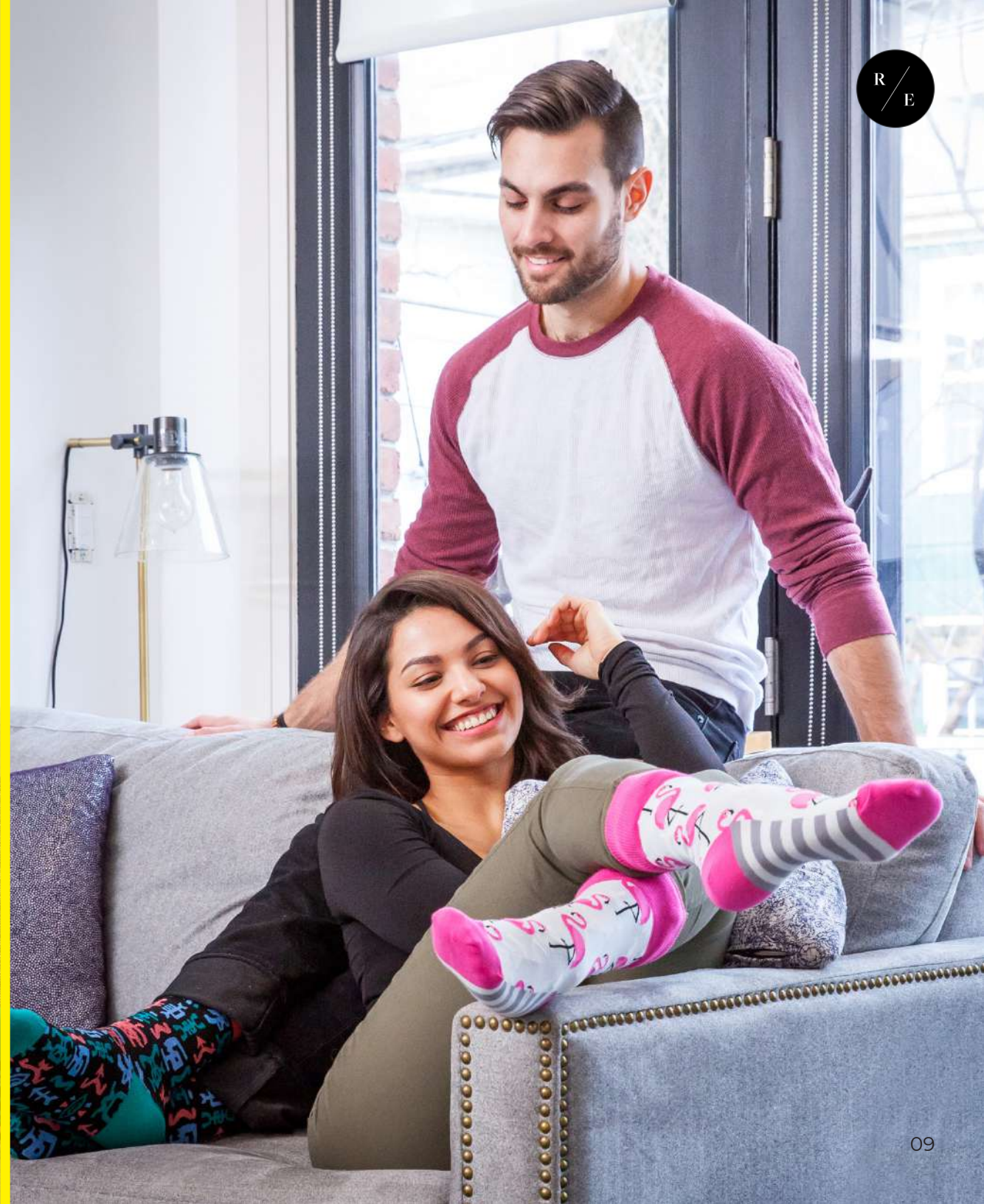
# NETWORKS

## *x ROOM EDIT*

After seeing previous interior design segments on \_\_\_\_\_, we believe we have a segment that will be of value for your viewers. We know that people look to change up their decor as the seasons change and that oftentimes, it is hard to keep up with the trends and stay within budget! We are pitching that our founder, Stacey Cohen, come on \_\_\_\_\_ and share with viewers how they can incorporate the top design trends of Summer 2021 in their home without breaking the bank.

We think this segment is relevant to share with viewers because now, more than ever, we spend time at home. How we feel about our space affects our productivity, happiness, mental health and more! For many of us, our homes have now become a place of both relaxation and work, so it's especially important that the decor helps find the balance between both! We believe these design tips shared by Stacey will not only make the homes of viewers look good, but will help the viewers feel good too.

Alternatively, you can let us know what you envision, and we can update our pitch accordingly. We would love to chat further if you see potential and a place for our pitch.







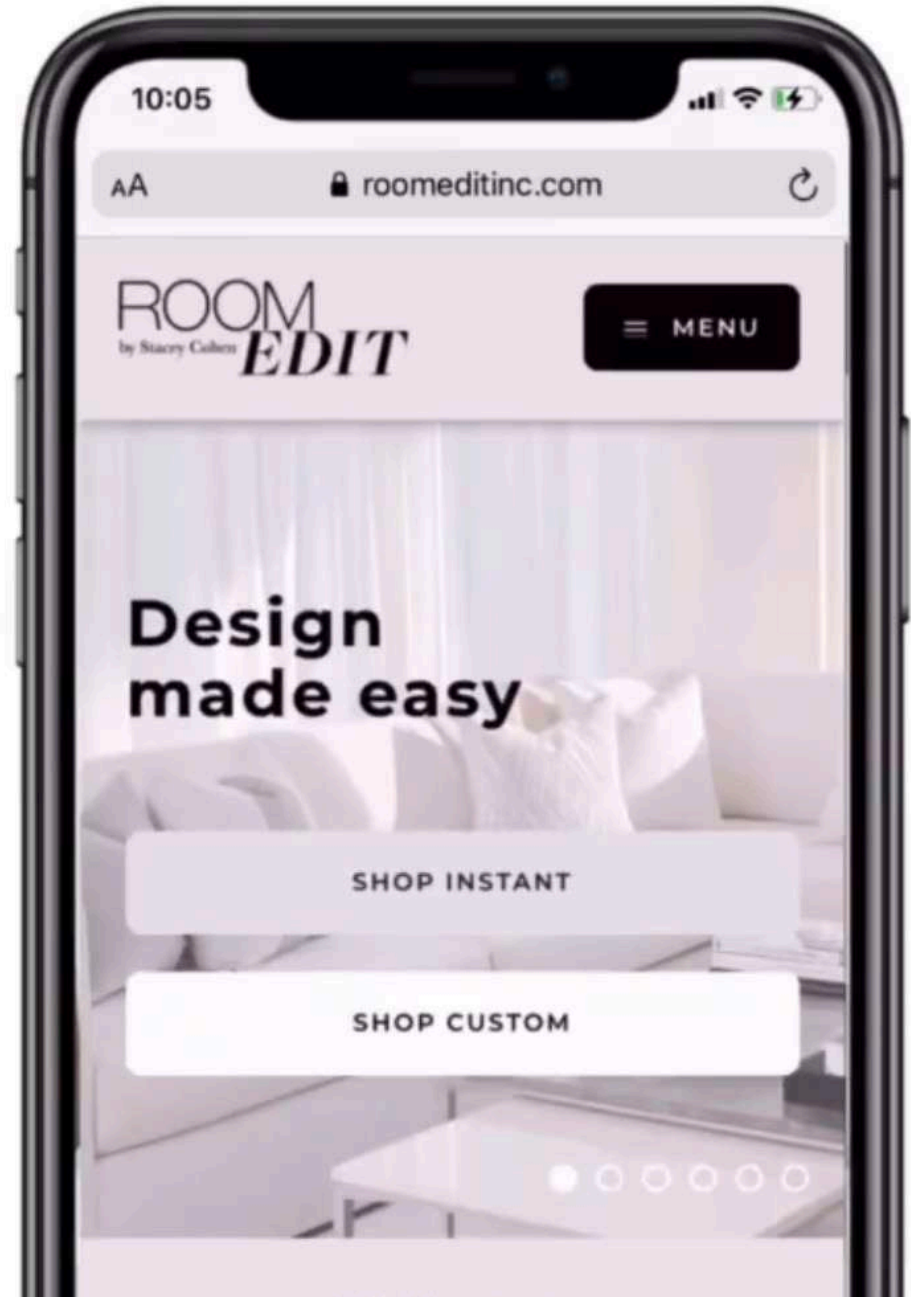
## WHY SHOULD *YOU* PARTNER WITH *ROOM EDIT?*

Room Edit was born to make interior design accessible to all. We are a cutting-edge design service that provides a cohesive floorplan, style board and shopping list catered to clients' specific tastes and room sizes. Our service gives clients the confidence that they are purchasing furniture at the right size, scale and proportion for their room with a cohesive plan and palette in place. Our team is comprised of designers of all backgrounds who bring a wealth of knowledge to the table. We are passionate about what we do and want to share that with your viewers because everyone deserves good design. By featuring us, your viewership will expand to a new audience since our clientele will be checking out the segment both on television and online.

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*SEE MORE OF OUR WORK  
AND LEARN MORE AT...*

ROOMEDITINC.COM







*READY TO*  
**GET IN TOUCH?**

If you have any questions or need some support, please reach out  
and our team will be happy to help.

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