

ROOM
by Stacey Cohen *EDIT*

INTRODUCING

ROOM EDIT

INTERIOR DESIGN, MADE EASY

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.

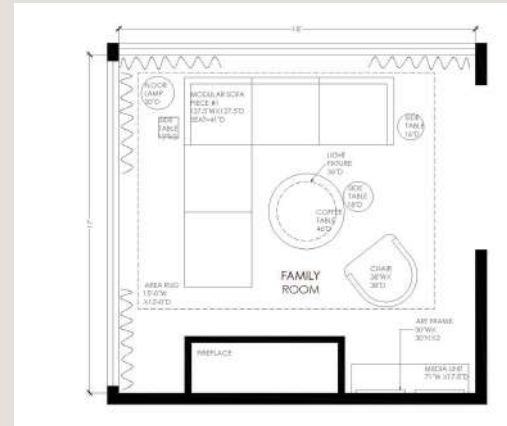
3. Exact 3D Rendering

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 interactive shopping list.

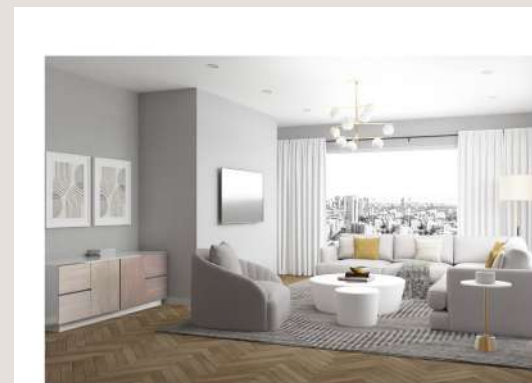
1. Floorplan



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 BUY ME
2		Rug Pad Wayfair	1	\$155.99	\$155.99 BUY ME
3		Sectional Sofa Rove Concepts	1	\$3,224.36	\$3,224.36 BUY ME
4		Media Unit CB2	1	\$1,799.00	\$1,799.00 BUY ME

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

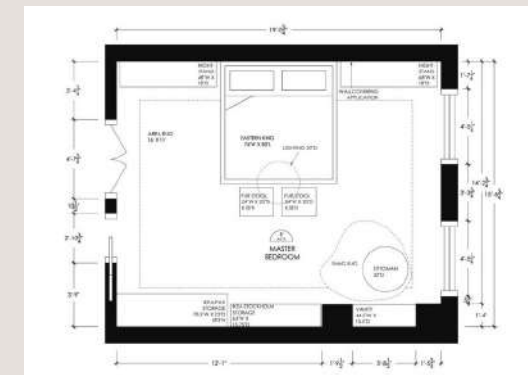


LIVING ROOM



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.



6 step PROCESS

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.



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.

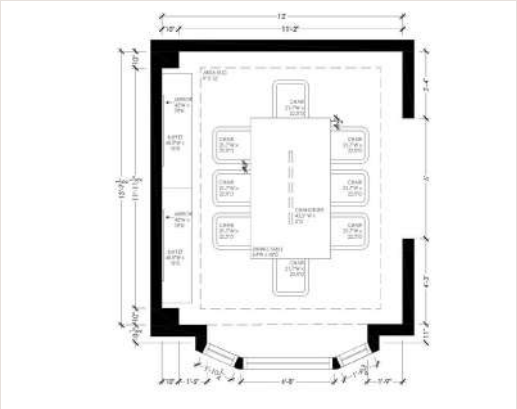
3. Exact 3D Rendering

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



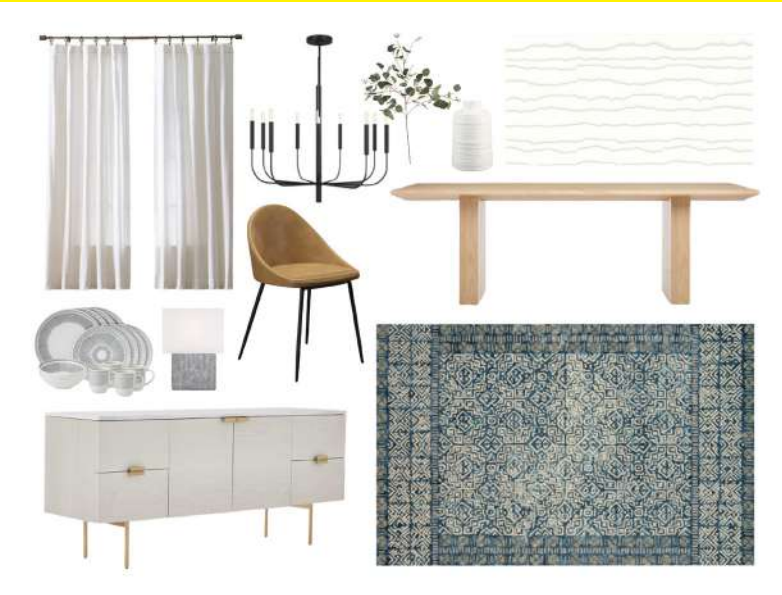
3. 3D Rendering



4. Shopping List

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

DINING ROOM



LIVING ROOM



Shopping ED products has never been easier or more stylish than our prepared design packages.

ED X ROOM EDIT

A plan is always good to have! And we have one for you. Our designers have loved your pieces for some time now, and wanted to put together this Instant Package with Room Edit and ED in mind. We wanted to show you a glimpse of how cozy and elevated Ellen's pieces could look like in one of our Instant Packages, as we believe our room designs will inspire your customers to elevate their homes with a variety of ED products, making it their one-stop shop to purchase everything they need.

Each design plan will be curated exclusively with ED's products to reflect Ellen's modern and minimal style while keeping the value of our luxury DNA.



OUR *OFFER*

Designed by Stacey herself, we are offering to create **3 Instant Package** designs that encapsulate ED's modern aesthetic. An elegant discount offer would be a great way to encourage order values and social shares in a simple way: an exclusive 10% off offer for all design package purchases to save on their ED shopping list and a 10% off discount code for Room Edit's services. Our hope is that combined efforts would persuade customers to purchase the packages in full and return to our platforms to design and furnish more rooms in their home, for a cohesive and harmonious balance/aesthetic.

Just a reminder: we will be gifting you the custom package, but it does not include furnishing and installation costs.

THE PARTNERSHIP

All great partnerships are based on balance, so we'd love a dedicated collaboration for the Room Edit packages. Here's our proposal:

- ◆ Promotion through ED newsletters
- ◆ Blog post features
- ◆ Monthly feed and story posts on ED's Instagram
- ◆ Promote Room Edit as a preferred interior design partner
- ◆ Advertise our Custom Package in addition to the ED Instant Packages

May seem like a few bullet points but this thought-of plan ensures follower visibility and opens a conversation to benefit conversion for the Ellen + Room Edit sites. (It's a win win!)





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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