



InStyle
DIRECT

Furnishing solutions





Who we are

InStyle Direct was founded in 2004 to provide a one-stop furnishings service to landlords, property developers and homeowners.

Our one-stop philosophy provides a complete range of services from under one roof including furniture packages, interior design and refurbishment. Our team of in-house interior and textile designers, builders, plumbers, carpenters as well as kitchen and bathroom specialists, offer a truly flexible and streamlined range of home design options. We are proud of the speedy and profitable sale and rentals that are a direct result of this co-ordinated strategy. The focus on giving a rental property a flawless finish keeps void periods to a minimum, maximises rental yield as well as increasing the capital value of the property. We are a cost-effective alternative to 'ordinary' High Street choices and save clients the time and effort of sourcing all the items needed themselves.

Director, Mansi Mehra, a design professional with a passion for property, joined the company in 2010. Mansi is dedicated to creating luxurious interiors for both homeowners and rental investors and heads up the day to day operations of the company.

We have an impressive portfolio of London clients, from property developers, sales and letting agents to investor landlords and owner-occupiers. We know how important it is to present your rental property in its best light to attract the best possible tenants, quickly and for the highest rental. Our furniture packages are generally available for delivery and installation within 48 hours and 85 per cent of the properties furnished by us are let within a week.

Properties dressed for sale by us attract buyers quickly and, with some selling for more than their asking price. Properties on the market for sale with no buyer interest benefit from our magic touch.

A photograph of a modern dining room. In the foreground, a wooden dining table is set with white plates, bowls, and glasses. A potted plant with green leaves sits on the table. Grey upholstered chairs are visible around the table. The background shows a white wall with framed art and a window with light-colored curtains. The right side of the image is partially covered by a dark grey overlay containing text.

Stylish furnishing packages

Transforming a property into a beautiful living space is our forte. And with our popular, design-led furnishing packages we've honed the process to a fine art.

We offer two different levels of furnishing pack. Our Gold range is aimed at those looking for a simple, co-ordinated essential furnishings whereas our Diamond range offers a premium collection of furnishings and accessories to complement high-end properties.

The common themes running through all our packs are style and versatility.

Our aim is to breathe life into the bland, neutral décor found in most modern properties while still offering the convenience and cost savings you'd expect from a furnishing pack.





Gold range

Our Gold range is a great value furnishing pack for flats with high quality, co-ordinated furnishings tailored to complement the rental or sales value of your property. The collection has 3 different colour schemes that helps in achieving a distinctive look for each property.

Rose Gold

A palette of softer tones with pastel accent colours. The focus is a lovely, sand coloured sofa, around which we create a calm, relaxing living space using an understated palette. This scheme works perfectly with the neutral décor often found in new apartments and is aimed at maximising light and space.



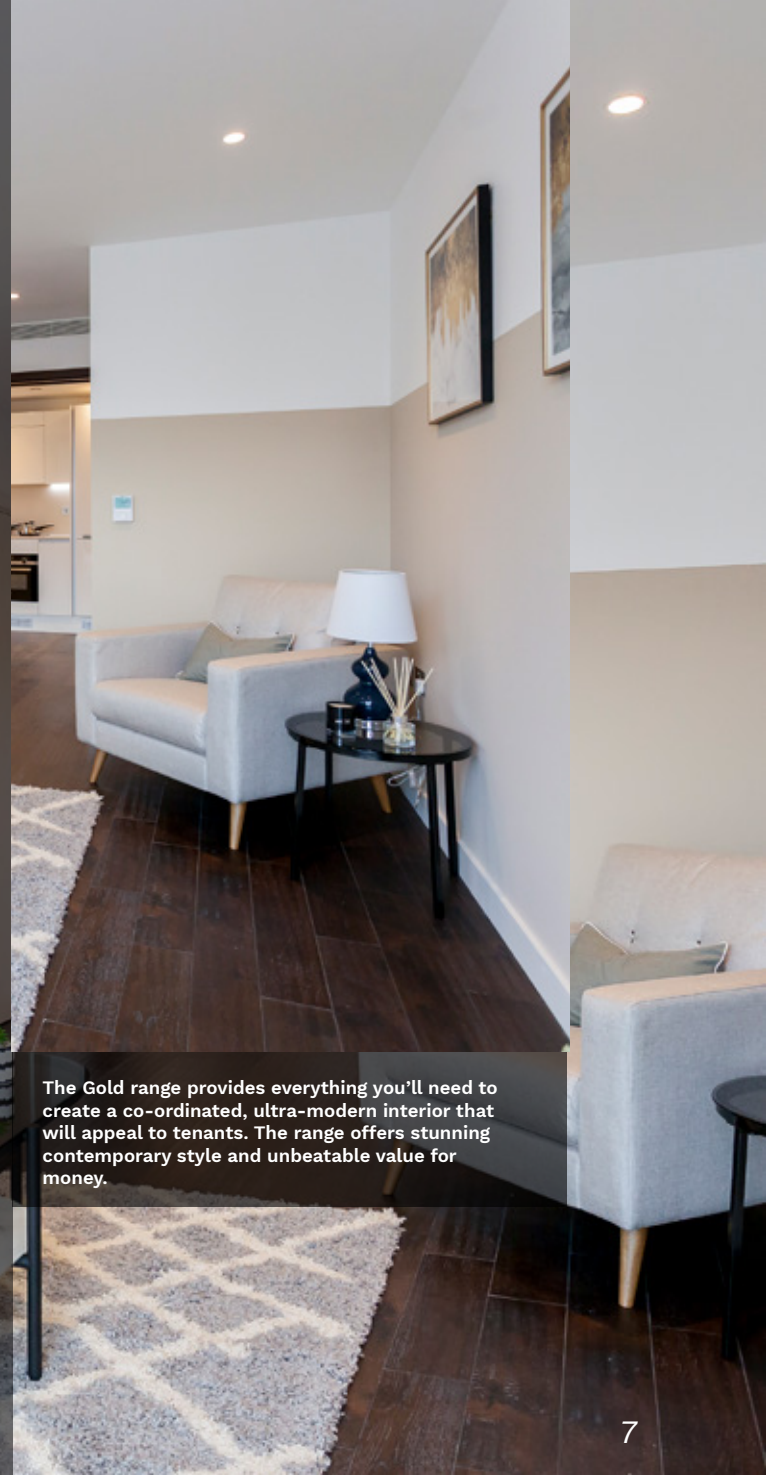


White Gold

A palette of grey, white and black create a modern feel with simple, clean lines. We start with a grey sofa, complemented by crisp white, slate and metallic finishes for a contemporary, versatile interior. This choice is low key but we often add vibrant accent colours with soft furnishings, tailoring the look to a client's taste.

Yellow Gold

A palette of warm, earthy tones centred on a stunning mocha sofa. These soothing shades work well with neutral colours – whites, taupes and creams. This is a popular choice for creating a restful feel in a new apartment, particularly in an open plan living space. Pops of colour are often added with soft furnishings.



The Gold range provides everything you'll need to create a co-ordinated, ultra-modern interior that will appeal to tenants. The range offers stunning contemporary style and unbeatable value for money.

Gold range inventories

Core furnishings for all three colour schemes are in essence, the same. A distinctive look is achieved through colours suiting each scheme introduced in the furniture and through soft furnishings and accessories, which are handpicked and put together by our designers to ensure that an individual look is achieved.

Studio

From £2,900 + VAT

Studio/Living space

- 1 Sofa bed
- 1 Easy chair
- 1 Dining table
- 2 Dining chairs
- 1 TV unit
- 1 Side table

1 Bedroom

From £3,295 + VAT

Living/Dining space

- 1 Sofa
- 1 Easy chair
- 1 Dining table
- 4 Dining chairs
- 1 Coffee table
- 1 Side table
- 1 TV unit

Bedroom

- 1 King size bedframe
- 1 Orthopaedic 5ft mattress
- 2 Bedside cabinets



2 Bedroom

From £4,295 + VAT

Living/Dining space

- 1 Sofa
- 1 Easy chair
- 1 Dining table
- 4 Dining chairs
- 1 Coffee table
- 1 Side table
- 1 TV unit

Bedroom 1

- 1 Kingsize bedframe
- 1 Orthopaedic 5ft mattress
- 2 Bedside cabinets

Bedroom 2

- 1 Double bedframe
- 1 Orthopaedic 4ft6 inch mattress
- 2 Bedside cabinets

3 Bedroom

From £5,295 + VAT

Living/Dining space

- 1 Corner sofa/Sofa and easy chair
- 1 Dining table
- 6 Dining chairs
- 1 Coffee table
- 1 Side table
- 1 TV unit

Bedroom 2

- 1 Double bedframe
- 1 Orthopaedic 4ft6 inch mattress
- 2 Bedside cabinets

Bedroom 3

- 1 Double bedframe
- 1 Orthopaedic 4ft6 inch mattress
- 2 Bedside cabinets

Bedroom 1

- 1 King size bedframe
- 1 Orthopaedic 5ft mattress
- 2 Bedside cabinets



Optional extras for gold range

To further enhance the space and achieve a distinctive look, most clients elect to add our finishing touches especially our colourful soft furnishings which are thoughtfully put together to provide a contemporary look. In addition to ensure your property is ready for immediate occupation, we provide kitchen equipment, bedding and towels.





Kitchen pack

Studio & 1 Bed: £245

2 Bed & 3 Bed: £295

White tea cups and saucers/Mug
White dinner plate
White side plate
White bowls
Knife block/Knives
Wine glasses
Tumblers
16 Piece cutlery set
Stainless steel 14cm milkpan
Stainless steel 16cm saucepan
Stainless steel 18cm saucepan
Stainless steel 24cm frying pan

Electric pack

Studio, 1 Bed, 2 Bed & 3 Bed: £95

Vacuum cleaner
Kettle
Toaster

Bathroom pack

Studio & 1 Bed: £75

2 Bed: £145

3 Bed: £180

Hand towels
Bath towels
Chrome toilet brush/Holders

Linen pack

Studio & 1 Bed: £170

2 Bed: £340

3 Bed: £510

Mattress protector
Hollowfibre pillows 50 x 75cm
White poly cotton pillowcases
White poly cotton fitted sheet
15 Tog hollowfibre duvet
White poly cotton duvet cover

Lounge accessories pack

£745 per lounge

Area rug
Mirror
Table lamp
Scatter cushions
Canvas/Framed print
Selection of decoratives

Bedroom accessories pack

£550 per bedroom

Scatter cushions
Bedside lamps
Bed throw
Canvas/Framed print
Selection of decoratives

*All prices are subject to VAT. Products shown are for styling purposes only. Once a delivery and installation has been scheduled with the client or access contact, any cancellation, amendment or rearrangement is liable to incur a charge, unless the company was notified 48 hours prior to the scheduled delivery/installation date and time.



Diamond range

Our Diamond range is a top-draw solution, offering clients high quality, interior designed furnishings and accessories in a simple pack format. A combination of high end design coupled with very high quality sets this collection apart. The collection has 3 different colour schemes that helps in achieving a distinctive look for each property.

Champagne Diamond

Sophistication is the byword here. At the centre is a luxurious, sand coloured sofa in opulent fabrics, enhanced by soft furnishings in gorgeous pastel shades. This muted palette is perfect for modern apartments and penthouses, complementing pale carpets, white walls and oak floors.



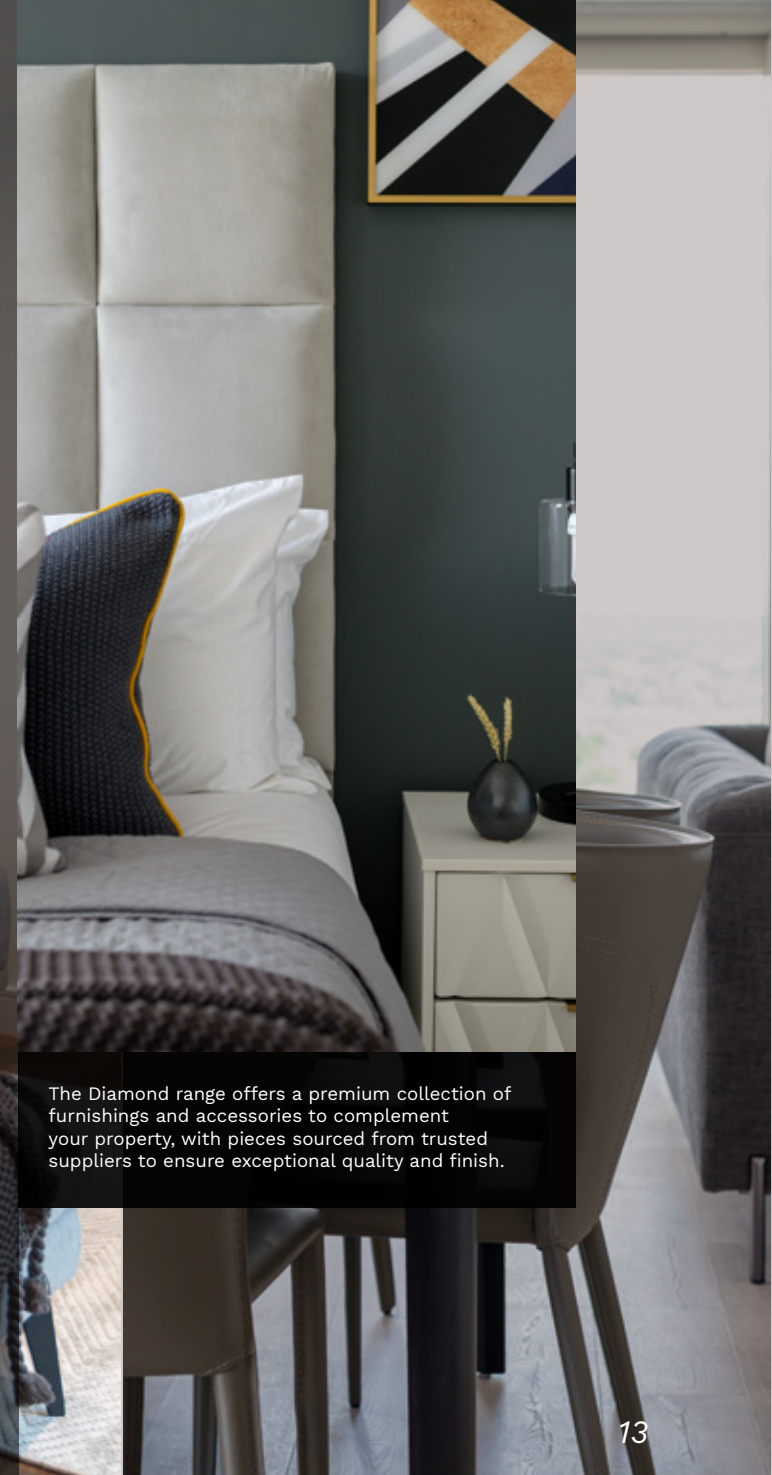


White Diamond

Modern and simple are the key words here. A lavishly upholstered sofa in soft grey is the focus with clean lines keeping the look simple and allowing the fabrics to take centre stage. Soft furnishings in stunning fabrics and colours are added to give some colour.

Chocolate Diamond

Refined distinction is the focus here with the warm, earthy shades. The elegant fabrics we use to upholster our mocha sofa add to this luxurious design statement, accented with white, soft greys and taupes. For a spark of individuality, we can add soft furnishings.



The Diamond range offers a premium collection of furnishings and accessories to complement your property, with pieces sourced from trusted suppliers to ensure exceptional quality and finish.

Diamond range inventories

Core furnishings for all three schemes are the same. The varied look is achieved with select colour themes chosen for each scheme. Items are handpicked by our designers to ensure that an individual look is achieved.

Studio

From £4,995 + VAT

Studio/Living space

- 1 Sofa bed (with double 4ft6 inch mattress)
 - 1 Easy chair
 - 1 Small wood/Glass dining table
 - 2 Dining chairs
 - 1 Small wood/Glass side table
 - 1 TV unit
-

1 Bedroom

From £5,950 + VAT

Living/Dining space

- 1 2.5 Seat sofa
- 1 Easy chair
- 1 Small wood/Glass dining table
- 4 Dining chairs
- 1 Small wood/Glass coffee table
- 1 Small wood/Glass side table

Bedroom

- 1 Upholstered bed with headboard 5ft
 - 1 Chiropaedic 5ft mattress
 - 2 Bedside cabinets
-



2 Bedroom

From £7,950 + VAT

Living/Dining space

- 1 Three seat sofa
- 1 Easy chair
- 1 Large wood/Glass dining table
- 6 Dining chairs
- 1 Large wood/Glass coffee table
- 1 Small wood/Glass side table

Bedroom 1

- 1 Upholstered or framed bed with headboard 5ft
- 1 Chiropaedic 5ft mattress
- 2 Bedside cabinets

Bedroom 2

- 1 Wooden bedframe with headboard
- 1 Chiropaedic 4ft6 inch mattress
- 2 Bedside cabinets

3 Bedroom

From £9,950 + VAT

Living/Dining space

- 1 Three seat sofa
- 1 Easy chair
- 1 Large wood/Glass dining table
- 6 Dining chairs
- 1 Large wood/Glass coffee table
- 1 Side table

Bedroom 1

- 1 Upholstered or framed bed with headboard 5ft
- 1 Chiropaedic 5ft mattress
- 2 Bedside cabinets

Bedroom 2

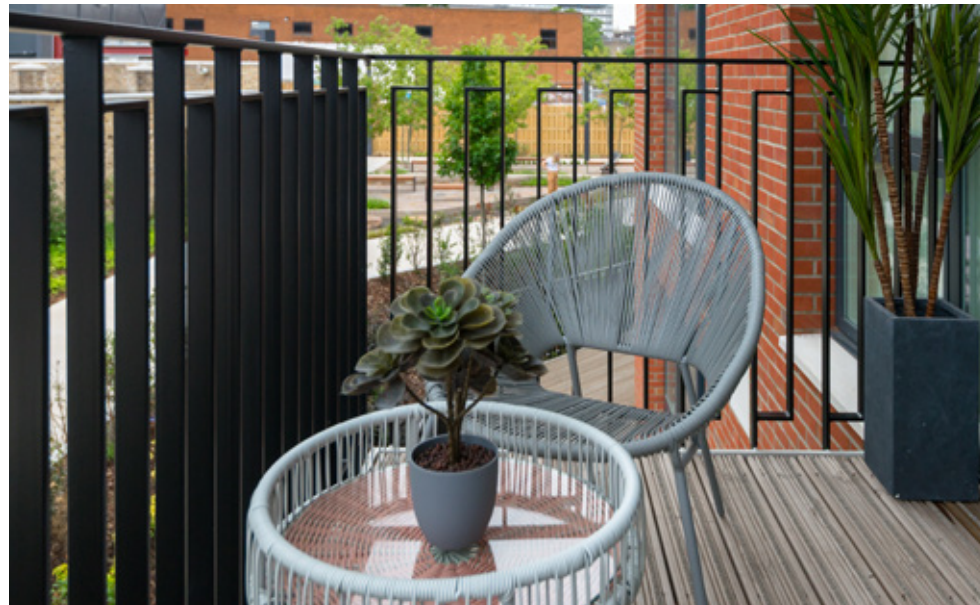
- 1 Wooden bedframe with headboard
- 1 Chiropaedic 4ft6 inch mattress
- 2 Bedside cabinets

Bedroom 3

- 1 Wooden bedframe with headboard
- 1 Chiropaedic 4ft6 inch mattress
- 2 Bedside cabinets

Optional extras for Diamond range

To further enhance the space and achieve a distinctive look, most clients elect to add our finishing touches. Especially our exclusive, colourful soft furnishings from our designer-style pack which give a real “luxé” factor. In addition, to ensure your property is ready for immediate occupation, we provide kitchen equipment, premium bedding and towels.



Dining pack

Studio, 1 Bed, 2 Bed & 3 Bed: £145

24 Piece crockery set
24 Piece cutlery set
7 Piece utensil set
Coasters
Place mats & napkins
Electric salt & pepper mill
Wine glasses
Tall tumblers

Chef's pack

Studio, 1 Bed, 2 Bed & 3 Bed: £235

Knife block & knives
Saucepan set
Cruet set
Wooden chopping board
Grater
Tin opener
Peeler
Bottle opener
Colander
Spatula
Wooden spoon
Tea towel set
Baking tray set
Trivet
Glass oven dish

Electric pack

Studio, 1 Bed, 2 Bed & 3 Bed: £330

Cordless vacuum cleaner (style may vary)
Steam iron
Ironing board
Kettle
Toaster

Linen pack

Studio & 1 Bed: £240

2 Bed: £480

3 Bed: £720

Mattress protector
Hollowfibre pillows
White 100% cotton pillowcases
White 100% cotton fitted sheet
15 Tog hollowfibre duvet
White 100% cotton duvet cover

Bathroom pack

Studio & 1 Bed: £135

2 Bed & 3 Bed: £265

100% Cotton zero-twist luxury towel set
Set of 10 hangers
Bath mat

Lounge accessories pack

Per lounge

Studio & 1 Bed: £1,455

2 Bed & 3 Bed: £1,525

100% wool rug
Viscose rug (Option available in Studio)
Mirror
Luxury scatter cushions
Artwork
Lamp
Stylish handpicked accessories

Bedroom accessories pack

£1,015 per bedroom

Artwork
Luxury scatter cushions
Luxury bedspread/Throw
Bedside lamps
Stylish handpicked accessories

Media pack

Studio: £825

1 Bed, 2 Bed & 3 Bed: £1,920

43" Smart television (minimum size provided)
Sonos 1 speaker with alexa
TV Unit (not included in studio)

*Please speak to a salesperson to check available upgrades

*All prices are subject to VAT. Products shown are for styling purposes only. Once a delivery and installation has been scheduled with the client or access contact, any cancellation, amendment or rearrangement is liable to incur a charge, unless the company was notified 48 hours prior to the scheduled delivery/installation date and time.

Like clockwork

Our process is efficient and streamlined. Our specialist team always makes the best possible selection for every client ensuring the furniture that is chosen will suit the style of the property and achieve the desired result: a stunning new space coupled with your goal, whether that be a quick rental, a quick sale or your perfect new home.

Our process doesn't really convey our skill but we've transformed the practical process into an art form.



Step 1

You send us the floor plan, the property address, the budget you have in mind, what your objective is (rental, sale or your own home) and any specific requirements you have.

Step 2

We send you a free estimate with our suggestions. Of course every client is unique and as such we can tailor the design to your specific needs. At this time we discuss the optional extra such as accessories, soft furnishings, kitchen and bathroom packs.

Step 3

Based on your response, one of our designers selects and creates a solution.

Step 4

Everything is then installed by our installation team. Following which one of our designers will attend the property to dress it so it is ready for viewings or your occupation.

Where we are installing window dressings (whether that be curtains or blinds), we always request access as soon as possible to take measurements, however where this has not been possible, we take them at this point. Curtains then take on average an extra two weeks and where required we can provide temporary curtains in the interim.

Step 5

The property is photographed and provided to you to keep a helpful record.

The process is very smooth and runs like clockwork, with minimum fuss or inconvenience to you.



*Process begins after 75% deposit is made.



Tailored to suit you

The homeowner's pack is the perfect, flexible solution for your interior design needs. The versatile package comes in affordable price bands and offers a variety of furnishings in a range of finishes to suit your personal tastes; we can even source external items as part of the service*.

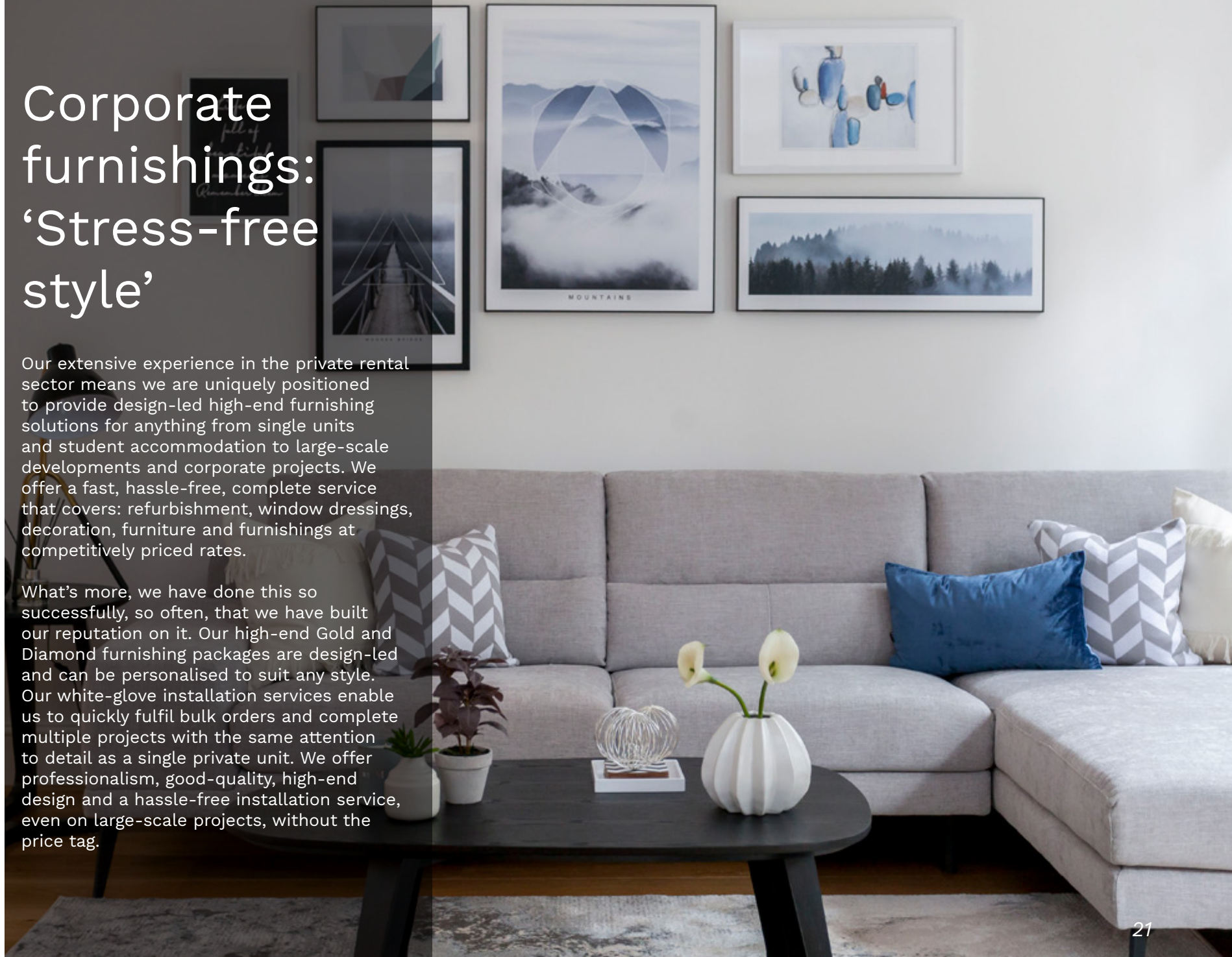
Our interior designers will work with your criteria and budget, adapting the furnishing pack to best meet your needs and achieve the look you want. Our bespoke homeowners pack and our complete service offer great, long-lasting value and good quality for a style that will exceed your expectations.



Corporate furnishings: 'Stress-free style'

Our extensive experience in the private rental sector means we are uniquely positioned to provide design-led high-end furnishing solutions for anything from single units and student accommodation to large-scale developments and corporate projects. We offer a fast, hassle-free, complete service that covers: refurbishment, window dressings, decoration, furniture and furnishings at competitively priced rates.

What's more, we have done this so successfully, so often, that we have built our reputation on it. Our high-end Gold and Diamond furnishing packages are design-led and can be personalised to suit any style. Our white-glove installation services enable us to quickly fulfil bulk orders and complete multiple projects with the same attention to detail as a single private unit. We offer professionalism, good-quality, high-end design and a hassle-free installation service, even on large-scale projects, without the price tag.



A customised home staging service

“Styling your property
and adding value in order
to sell it quickly needn’t
cost the earth”

Mansi Mehra
Director
InStyle Direct



When it comes to viewing a property, first impressions count – most buyers and tenants make up their mind about a property within the first 2 minutes. Our expertise enables us to create a welcoming home that appeals, helping you sell or rent your property quickly and for the best price. We offer a tailored home staging service where we can either dress a property for sale or rental to ensure it shows in its very best light. We know from experience this enhances the property's capital value and all done for a surprisingly reasonable cost.

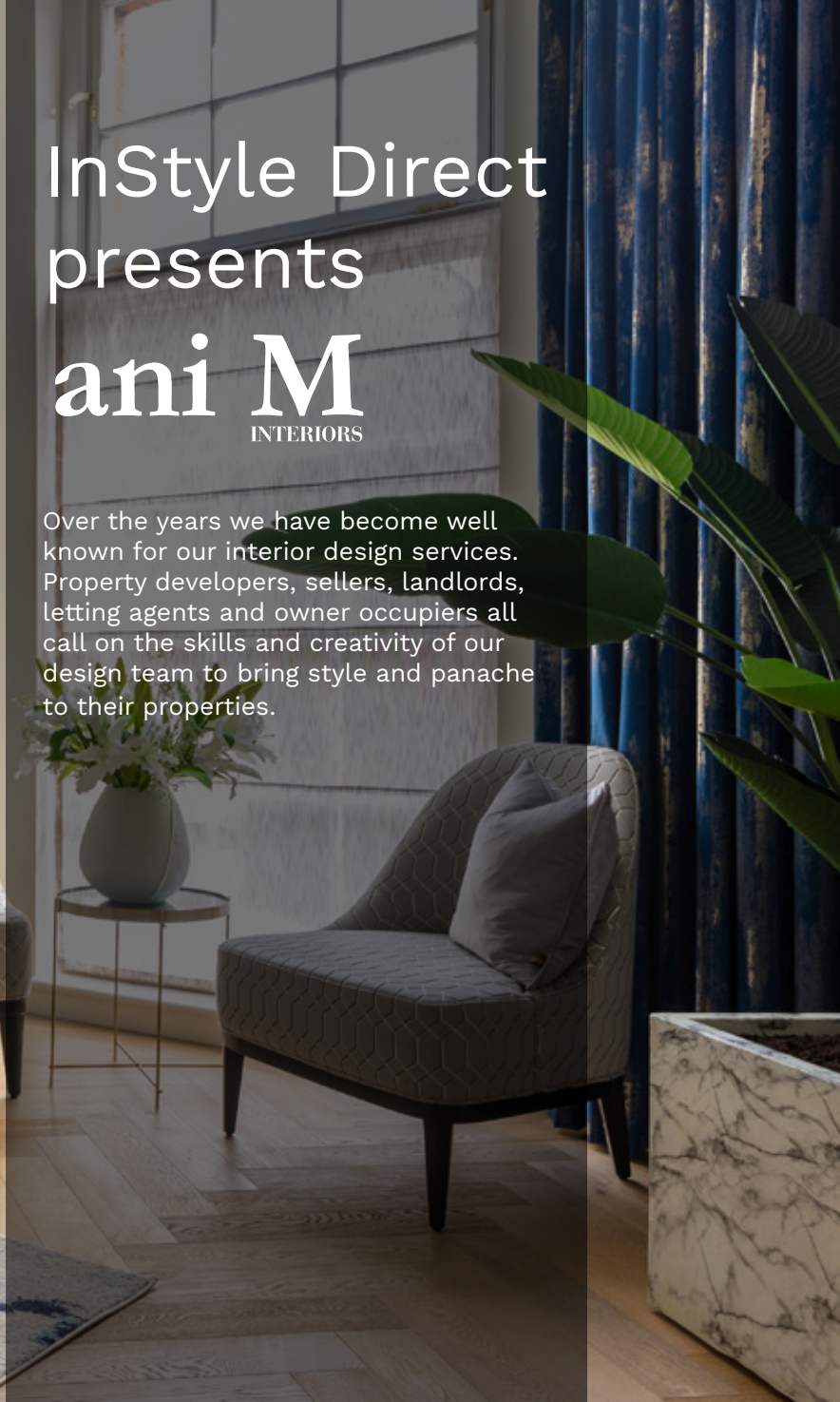




InStyle Direct
presents

ani M
INTERIORS

Over the years we have become well known for our interior design services. Property developers, sellers, landlords, letting agents and owner occupiers all call on the skills and creativity of our design team to bring style and panache to their properties.





So in 2015 we launched a bespoke interior design consultancy, ani M INTERIORS. Our aim is to offer clients the very best in interior design – our remit being to make anyone's dream for a property a reality.

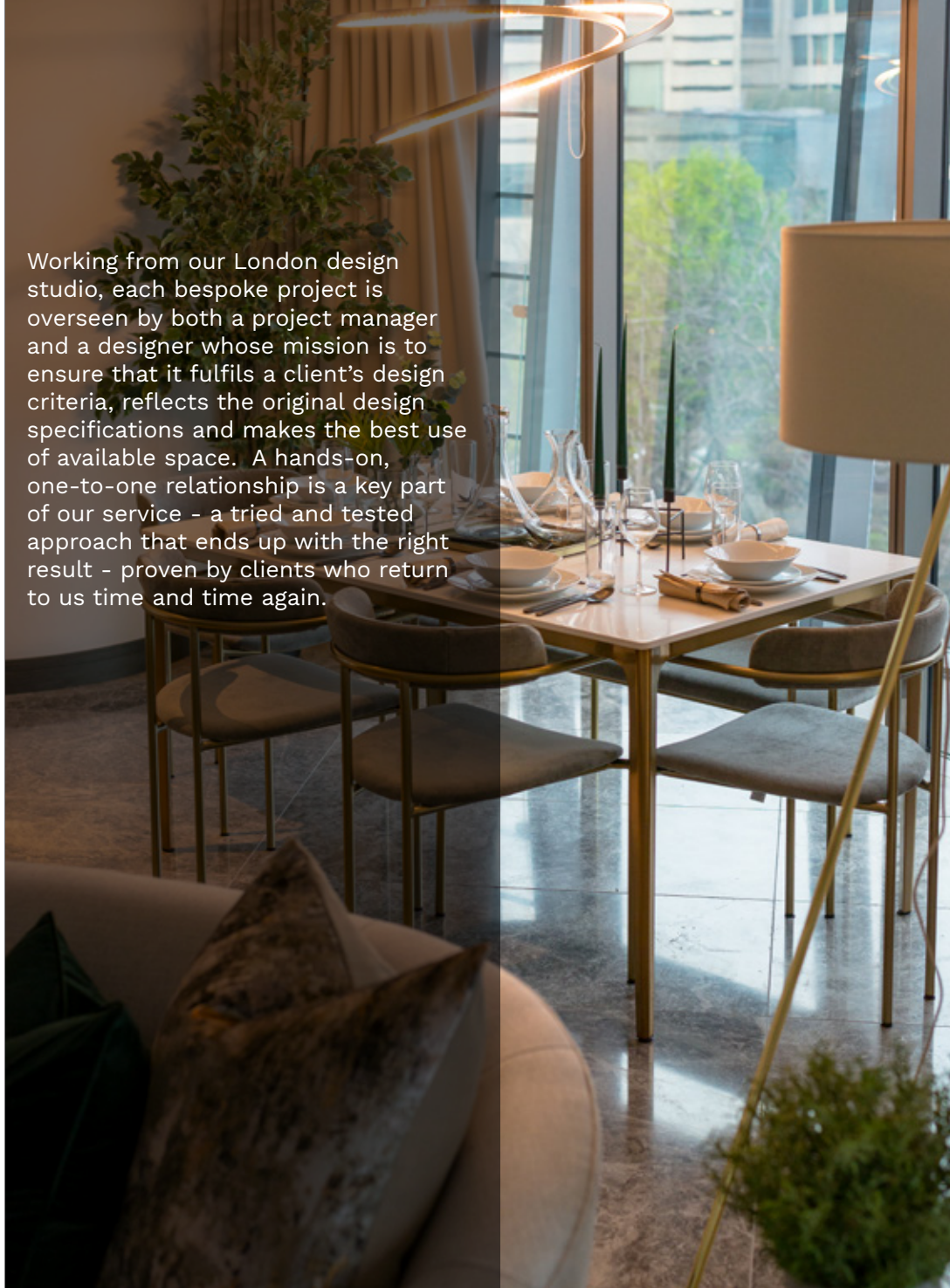




From an apartment or show-flat to a townhouse, a boutique hotel or indeed, an entire apartment building, our team is skilled at creating luxurious interiors for high-end London properties. With an interior design team of dedicated and highly skilled professionals on hand, our expertise enables the client to transform their property into a distinctive home that they can truly call their own.



Working from our London design studio, each bespoke project is overseen by both a project manager and a designer whose mission is to ensure that it fulfils a client's design criteria, reflects the original design specifications and makes the best use of available space. A hands-on, one-to-one relationship is a key part of our service - a tried and tested approach that ends up with the right result - proven by clients who return to us time and time again.





InStyle Direct's *“iconic”* soft furnishings range

An eclectic range of bespoke, on-trend products has enabled our in-house soft furnishings and accessories to revolutionise the soft furnishings market while placing our products at the cutting edge of the London home interior design scene.

Established in 2004 and inspired by fashion and lifestyle trends, our products have received wide acclaim in the consumer print media, noted for the comprehensive range of affordable soft furnishings, using our own range of fabrics for our cushions, throws, bed linen, table linen, rugs, curtains, blinds and accessories.





All our soft furnishing products are designed by our in-house textile designer and utilise the finest silk, wool, linen and cashmere from around the world.

“Luxury has never been so affordable” was the view of the London Evening Standard’s ‘Homes & Property’ supplement as it applauded the “iconic” status of our in-house exclusive soft furnishing designs.

Consistently in tune with contemporary fashion, we seek to enhance any living environment by combining elements that are both functional and decorative.



Refurbishment:

‘Everything under one roof’

From planning and design to construction and installation, our in-house team of builders, bathroom and kitchen specialists, and interior designers are experienced in carrying out every aspect of property renovation.

And we'll ensure that every project is completed to the highest standard, on time, and within budget.



We can manage and carry out a complete refurbishment which may include fitting a new kitchen or bathroom, new wiring, flooring, plastering or even knocking down walls to create an airy, open-plan living space. Because all the work is done by our own in-house team, we can ensure the same high standards of workmanship and legal compliance throughout.

Residential – Owner occupiers

Our expertise is not only restricted to investors and developers, we work for many owner occupiers who use us to create a beautiful, contemporary living space.

Commercial

Our in-house team brings the same professionalism to all projects, whether a small-scale refurbishment or a large-scale commercial contract for a hotel or block of apartments.



Window dressing

Window dressings make the greatest impact in a living space – poorly done they can ruin a beautiful room, but done well and the results are astonishing. As interior designers, windows are often the first thing we look at.

We create fabulous designs for your windows to finish your new interior and make it complete. By using stunning fabrics in beautiful colours and patterns, we design stunning window dressings to complement any room.

Our full range of window dressings are designed and manufactured in-house providing a desired look but at an affordable price and installed much faster than many others as they are produced in our own workshops.





What people say about us

6 apartments in central London

"A cost-effective one-stop-shop for professional landlords"

"Your service was excellent in all respects and constructive when unexpected problems were encountered. Your team was very efficient, extremely competent and I love the feeling of individuality and flair you brought to each of the apartments. I am even more impressed that you do flooring as well as curtains and furnishings, providing the professional landlord with a cost effective "one stop shop." Neil Murray F.C.A

3 Bedroom House in Upper Park Road, Belsize Park, NW3

"Wonderful ... totally transformed"

"... on completion the house looked wonderful, redecorated from top to bottom ... and the front and back gardens transformed. Had we organised the renovation ourselves we have no doubt that not only would it have taken twice as long, but we would have spent much more. We cannot speak highly enough of InStyle Direct and would recommend them to anyone whose property needs a facelift." Nigel & Alison Jamieson





A peerless service comments a property consultant in Hampstead

"Since 2005 InStyle have provided me and my clients with peerless service. Commencing with thoughtful design and continued with prompt, carefully executed installation InStyle have consistently delivered beautiful furnishings and fabrics at amazing prices. As a result my beautifully presented flats find quality tenants - fast. Any after sales changes have been swiftly and professionally managed. Great product, great service, great value. Thank-you." Anthony Casingena Property Consultants LLP

Immediate let in brand new block: Beaufort Park, NW9

"Thanks for the expedient and professional works which resulted in the immediate renting of our apartment. We are extremely happy with this outcome." Mr Y Ahlek



Let within 24 hours of furnishing

"Both myself and the tenants are very satisfied with the end results. The service was top-notch in quality, reliability and punctuality. I also appreciated the personal nature of the service." Mr R Sakthivel



Take a look

Our head office and 3 showrooms are in London, so why not contact us and make an appointment for an informal chat?

Head Office

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info@instyledirect.co.uk

Chelsea Showroom

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London SW6 2UB

Mob: 07980 383 172

By appointment only

Hammersmith Showroom

Unit C, Distillery Wharf, Chancellors Road
Fulham Reach, Hammersmith
London W6 9GX

Mob: 07813 102 842

By appointment only

Nine Elms Showroom

Unit C, Nine Elms Point, 6 Hebden Place
London SW8 2LF
Mob: 07980 383 172

By appointment only





Transforming any space into something extraordinary





InStyle
DIRECT

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