

# Loom

CREATIVE STUDIO

## SERVICES & INVESTMENT GUIDE

INTERIOR STYLING | PROPERTY PRESENTATION | COPY & CONTENT



*hello,*  
how lovely to meet you.

## I N T R O D U C T I O N S

I'm Teagan - the creative behind Loom.

With a background in interior design and digital communication, Loom brings together styling, property presentation, copy and content to help homes, brands and spaces feel warm, intentional and beautifully lived in.

Whether you're refreshing a room, preparing a property for sale, shaping your brand story or creating content with more feeling, Loom is here to help you bring the pieces together with clarity, creativity and care.

## O U R M I S S I O N

To create spaces, stories and content that feel considered, characterful and deeply human.

Through interior styling, property presentation, copywriting and visual storytelling, our mission is to help homeowners, property sellers and lifestyle-led brands express who they are - with warmth, intention and a sense of "home".

## O U R A P P R O A C H

01.

### Collaboration

The best outcomes come from transparent conversation, shared vision and a clear understanding of your space, story or brand.

03.

### Tailored solutions

No two homes, properties or brands are the same. Every project is shaped around your goals, style, audience and budget.

02.

### Communication

You'll always know what to expect, with reliable communication and honest timelines.

04.

### Creativity & Practicality

I'm committed to producing work that's not only beautiful, but it also practical and aligned with the way you live, sell or show up.

*let's work together...*

# services OVERVIEW

## T H E   S E R V I C E   G U I D E

This guide has been thoughtfully created to provide a clear and transparent overview of Loom's services, process and starting investment. My hope is that it helps you understand what support may be best suited to your space, property, brand or project.

Each project is approached with care, creativity and practical intention – whether we are styling your dream home, preparing a property for sale, shaping your brand story or creating content that feels considered and connected.

I look forward to learning more about your vision and helping you bring it to life in a way that feels warm, purposeful and distinctly yours.

## S N A P S H O T   O F   S E R V I C E S

### 01. Interior Styling & Decorating

Interior styling consultations, room refreshes, sourcing direction, layout advice and finishing touches for homes that need warmth, cohesion and character.

### 03. Copy & Storytelling

Website copy, brand stories, blog writing, captions and editorial-style content for interior, property and lifestyle brands.

### 05. Content Creation & Planning

Content ideas, caption writing, content calendars, campaign planning and simple visual references for brands, products, homes and spaces.

### 02. Property Presentation

Pre-sale styling advice, room-by-room presentation plans and furniture hire direction to help properties photograph beautifully and feel ready for market.

### 04. Brand Foundations

Tone of voice, brand story, simple visual direction, content themes and foundational messaging for emerging lifestyle-led brands.

### 06. Custom Creative Projects

Need something more tailored? Loom offers one-off creative support across styling, copy, property descriptions, brochures, guides, email content and project-specific creative work.

Understanding the investment you're making is crucial. I believe in maintaining transparency – including when it comes to pricing. Below, you'll find a detailed breakdown of how I structure my services and pricing.

## 01. Styling Consult

For homeowners wanting clear, practical guidance to make their space feel more considered, cohesive and reflective of their personal story.

**Inclusions** 90-minute in-home or virtual consultation  
 Layout, furniture and décor advice  
 Colour, material and styling direction  
 Practical recommendations for your space  
 Follow-up styling notes



\$330

**Best for:** room refreshes, furniture placement, styling advice and making better use of what you already have - with professional guidance.

## The Room Story 02.

For a space that needs a complete styling direction.

from  
\$750

Concept Board  
 Visual concept mockups/references  
 Furniture, rug, lighting and décor direction  
 Sourcing guide  
 Layout advice/Floorplan  
 Styling notes

**Inclusions**



**Best for:** starting with a blank canvas, refreshing a full room, or finding direction when you feel unsure about materials, finishes or your personal design style.

Travel and on-site requirements will be confirmed at enquiry stage.

### The Property Ready Edit 03.

For sellers, renovators or homeowners preparing a property for photography, open homes or market.

from  
\$650

Pre-sale styling consultation  
Room-by-room presentation plan  
Decluttering and edit recommendations  
What to keep, remove, hire or replace  
Furniture hire recommendations, where required

Inclusions



*Best for: pre-sale homes, investment properties, renovated homes and agent referrals.*

### 04. Property Styling Coordination

For properties requiring furniture, décor and styling support before photography and sale.

**Inclusions** Styling brief and visual direction  
Furniture hire and supplier coordination  
Styling notes for key rooms  
Photography/open-home preparation  
Final styling guidance



from  
\$1290

**Important note:** Furniture hire, delivery, collection and supplier fees are quoted separately.

### Copy & Storytelling 05.

For interior, property and lifestyle brands needing words that feel polished, warm and aligned.

from  
\$650

Website copy  
About page or brand story  
Tone of voice direction  
Blog or journal writing  
Property or accommodation descriptions  
Social media captions

Inclusions



## 06. Content Creation & Planning

For brands, products, or spaces needing content creation and brand consistency.

**Inclusions**

- 1-month content calendar
- 10 content ideas
- 8 captions or caption prompts
- Content themes
- Brand Bible



\$425

Best for: lifestyle brands, interior brands, Airbnb owners, real estate agents and small creative businesses.

## 07. Monthly Storytelling Retainer

For brands wanting consistent written and visual content support.

\$655 p/m

Monthly content calendar  
 6–8 captions or written content pieces  
 1 blog, newsletter or short-form article  
 Content themes and prompts  
 Light visual content direction  
 Monthly check-in and performance review

**Inclusions**



Minimum 2-month commitment.







*custom*  
**projects**

Need something different? I'm happy to work on one-off projects or to add on to existing packages. Whether you need styling support, copywriting, content planning, property descriptions or tailored creative direction, I can prepare a custom quote.






# are we a good fit?

07

## We could be a beautiful fit if:

-  You value thoughtful, collaborative creative work.
-  You believe spaces, stories and brands should feel personal, not generic.
-  You appreciate warmth, character and intention over quick trends.
-  You're open to creative guidance and practical recommendations.
-  You want your home, property or brand to feel considered and cohesive.
-  You understand that good design and storytelling take care, clarity and trust.

## We may not be the best fit if:

-  Your priority is a short or same-day turnaround.
-  You're drawn towards trend-led work without a clear story or direction.
-  You're looking for lowest-cost rather than a considered creative process.
-  You prefer to hand over very limited information and don't need to invest in collaboration.
-  You're not open to recommendations or refinement along the way.

## what next?

### 01. Enquire

Tell me about your space, property, brand or project through the enquiry form.

### 02. Discover

We'll confirm your goals, timeline, budget and the type of support you need.

### 03. Quote

You'll receive a clear proposal outlining scope, inclusions, investment and next steps.

### 04. Create

Once approved, Loom begins the styling, planning, copy or content work.

### 05. Refine

Where included, we'll make thoughtful refinements before final delivery.

### 06. Deliver

You'll receive your final notes, plans, copy, concepts or creative direction.