



Company matters

Offering support for independent kitchen and bathroom firms because your business is our business.

MARKETING

How to style a showroom successfully

When choosing to dress a new kitchen showroom I would suggest you really think long and hard about the impression you want to make on your clients. It might sound obvious but it's not something to rush into without careful thought. If you have a more pared back, contemporary style of kitchen showroom, I would keep the styling fairly minimal with maybe just some very beautiful, large contemporary vases or sculptures and maybe a large bowl of one type of fruit on the work surfaces etc.

If the style of the showroom is more of a classical, traditional Shaker etc style then you can certainly add more props to the surfaces. I would look at what your competitors do and what attracts you personally too. Also maybe think about adding some colour to warm things up a bit.

Timeless and simple

I would suggest that it's best not to choose pieces that are going to date as soon as you have bought them, as you don't want to be

buying them all over again in a couple of years. The idea is to create a kitchen environment that the clients will be able to imagine living in. Also, of course, one could also liaise with a kitchen company to sell products (saucepans etc) of theirs too. It's a good add-on for your clients and the company.

At the moment, it is not the style to over prop the kitchens and certainly consumer magazines don't like that look. Which is good to bear in mind if you are photographing the showrooms and you might want to use them for features in the future.

Propping pull-outs

I think one of the most important things to consider is the propping of the pull-outs/larders/knife drawers, saucepan drawers etc. I think there is nothing worse than a client opening a pull-out or larder etc and finding it empty. People need to have their imagination fired not only by the kitchen designer but also by how their new kitchen will work.

I suggest filling larders etc with packets of dry food such as pasta, cereal packets, coffees, teas, jams etc. Choose brands that are fairly top-end to be aspirational.

Sources

There are so many kitchen/interior companies on social media now selling accessories suitable for a showroom and are a fabulous source of beautiful pieces. Or one could simply go to a kitchen store like Borough Kitchen, David Mellor or Divertimenti (depending on the style of showroom) or more general stores that also sell kitchen equipment such as Conran or Heals for both inspiration and sourcing.

Happy styling!

Expert: Alex Crabtree

Company: Alex Crabtree PR

Background: Alex Crabtree has many years' experience, in the bespoke kitchen, interiors and property market, including marketing her family retail business. She liaises with clients, magazines and photographers, executes art direction, and props and styles interiors.

Contact: www.rdr.link/KW045

